朝陽科技大學 096學年度第1學期教學大綱
Topics on Strategic Marketing 策略行銷專題

當期課號	1164	Course Number	1164
授課教師	程永明	Instructor	CHENG,YUNG MING
中文課名	策略行銷專題	Course Name	Topics on Strategic Marketing
開課單位	企業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程之主要目標乃是使學生了解策略行銷管理之概要觀念。本課程之設計乃是運用多個決策導向個案來教導學生學習市場導向策略的規劃與執行之分析技能。	Objectives	The key objective of this course is to make students realize the overview of strategic marketing management. This course is designed to utilize a number of decision-oriented cases to teach students to learn analytical skills in the formulation and implementation of market-driven strategies for an organization.
教材	策略行銷	Teaching Materials	Strategic Marketing
成績評量方式	1.期末報告 70% 2.課堂參與 30%	Grading	1.Final report 70% 2.Participation 30%
教師網頁			
教學內容	本課程概要如後所述： 1.策略行銷管理：緒論 2.外部分析與顧客分析 3.競爭者分析 4.市場與次要市場分析 5.環境分析與策略不確定性 6.內部分析 7.創造優勢：綜效、願景與機會 8.市場區隔與策略定位 9.成長策略：滲透、產品-市場擴張、垂直整合與多角化策略 10.衰退與敵意市場的策略	Syllabus	The Course schedule is as follows: 1. Strategic Market Management: An Overview 2. External and Customer Analysis 3. Competitor Analysis 4. Market/Submarket Analysis 5. Environmental Analysis and Strategic Uncertainty 6. Internal Analysis 7. Creating Advantage: Synergy, Vision, and Opportunity 8. Market Segmentation and Strategic Positioning 9. Growth Strategies: Penetration, Product-Market Expansion, Vertical Integration, and Diversification 10. Strategies in Declining and Hostile Markets

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