朝陽科技大學 096學年度第1學期教學大綱
Marketing Strategy and Management Study 行銷策略與管理研討

當期課號	7600	Course Number	7600
授課教師	林孟璋	Instructor	LIN,MEMG JANG
中文課名	行銷策略與管理研討	Course Name	Marketing Strategy and Management Study
開課單位	企業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	行銷管理是延續大學部適合研究生分析與設計的行銷基礎課程。本課程提供與分析在經濟與企管上重要的行銷管理課程，主要主題包含行銷環境、市場區隔、行銷研究、消費者行爲、行銷組合策略與全球行銷。	Objectives	The analyzing and designing of marketing management are the focus of this graduate level course. This course provides and analysis of marketing management and its importance in the economy and in business management. Topics covered include marketing environment, market segmentation, marketing research, consumer behavior, marketing mix strategy and global marketing.
教材	1.Marketing Management.Philp Kolter 著.(11th.ed.)台北:華泰出版 2.行銷學.鄭紹成著.台北:前程出版 3.行銷管理.曾光華著.台北:前程出版.	Teaching Materials	1.Marketing Management.Philip Kolter 著.(11th.ed.)台北:華泰出版.
成績評量方式	口頭報告 10% 書面報告 20% 期中考試 25% 期末考試 35% 出席 10%	Grading	1.Oral report 10% 2.paper report 20% 3.midterm exam 25% 4.Final exam 35% 5.present 10%
教師網頁			
教學內容	1.了解行銷管理的觀念及理論 2.行銷機會分析 3.發展市場策略 4.行銷決策之制定 5.管理與發展行銷方案.	Syllabus	1.To understanding the concept and theory about marking management 2.Analyzing marking opportunities 3.Developing market strategies 4.Shaping the market offering 5.Managing and delivering marking programs.

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