

朝陽科技大學 096學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	1553	Course Number	1553
授課教師	曾兆堂	Instructor	TSENG, CHAO TANG
中文課名	行銷管理	Course Name	Marketing Management
開課單位	工業工程與管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程有助於學生了解企業提供產品及服務時，所運用適當的行銷工具與技巧，知道企業在規劃行銷活動時，如何去整合有關的知識及資訊並加以應用。	Objectives	This course enables the students understanding the insights about how marketing tools and techniques must be adapted and modified for products and services, and facilitates students to integrate the necessary knowledge and expertise when get involved the activities of marketing processes in business.
教材	1. 謝文雀，行銷管理--亞洲觀點，華泰文化，台北，2007。 2. Kotler et al., Marketing Management--An Asian Perspective, fourth edition, Prentice Hall:Singapore, 2006.	Teaching Materials	1. 謝文雀，行銷管理--亞洲觀點，華泰文化，台北，2007。 2. Kotler et al., Marketing Management--An Asian Perspective, fourth edition, Prentice Hall:Singapore, 2006.
成績評量方式	出席 (10%) 小考 (40%) (4次) 期中報告 (20%) 期末考 (30%)	Grading	Attendance (10%) Quizzes (40%) (4 times) Mid-Term Report (20%) Final Exam. (30%)
教師網頁	http://163.17.8.246/xms/		
教學內容	行銷管理的內容，依序分為瞭解行銷管理、掌握行銷洞悉、連結顧客、建立強勢品牌、形成產品策略、傳遞價值、溝通價值等七大部份，教學內容涵蓋了一個行銷管理者，在執行策略、戰術與管理性行銷活動的必須瞭解的主題。	Syllabus	Marketing management is designed to train students to understand marketing management, capture marketing insights, connect with customers, build strong brands, shape the market offerings, deliver value, and communicate value. The context of this program covers all the topics an informed marketing manager needs to understand to carry out strategic, tactical, and administrative marketing.

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