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	3105	Course Number	3105
授課教師	吳文貴	Instructor	WU,WEN KUEI
中文課名	行銷管理	Course Name	Marketing Management
開課單位	企業管理系(二進)三A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程從完整的行銷管理之議題與程序導入，著重行銷機會與策略發展，以及發展行銷組合。引導學生認識行銷，分享行銷案。具體目標有三：1.建立以顧客為中心的經營管理理念。2.學習如何選擇顧客，瞭解顧客需求，以發展行銷策略與任務；3.激發學生對行銷的熱情與潛力。	Objectives	This course begins with an introduction of the issues and process of marketing management. The content of this course combines the knowledge of target marketing and Marketing Mix. Go behind the scenes for an in-depth look at real marketing practices at large and small companies. To sum up, this course aims at: 1. establishing customer-oriented management thinking; 2. learning how to understand customers and how to use this understanding to develop your marketing task; and 3. arousing students' enthusiasm and their potentials of marketing.
教材	1.張國雄(2007)，行銷管理(二版)，雙葉出版。 2.課堂個案。	Teaching Materials	1.Zhang, G. X.(2005),"Marketing Management", Yeh Yeh Publishing. 2.Case study
成績評量方式	1.期中考：30% 2.個案報告：60% 3.上課參與：10%	Grading	1.Mid-term exam.:30% 2.Case report:60% 3.Class participation:10%
教師網頁			
教學內容	1.行銷簡介：行銷本質 2.行銷環境 3.策略行銷 4.市場資訊與行銷研究 5.消費者購買行為(一) 6.消費者購買行為(二) 7.組織市場購買行為 8.市場區隔與目標市場選擇 9.期中考 10.產品策略 11.品牌策略 12.行銷通路 13.零售、批發、與供應鏈管理 14.定價策略 15.整合行銷溝通 16.廣告、促銷與公共關係 17.人員銷售與直效行銷 18.期末考	Syllabus	1.Introduction 2.Environment Scanning 3.Strategic Marketing 4.Marketing Research 5.Customer behavior(1) 6.Customer behavior(2) 7.Organization buying behavior 8.Segmentation, Target, & Position 9.Mid-term Exam. 10.Product Strategy 11.Brand Strategy 12.Marketing Channel 13.Retailing, Wholesaling, and Supply Chain Management 14.Pricing Strategy 15.Integrated Marketing Communication 16.Advertising, Promotion, and Public Relationship 17.Personal Selling and Directing Marketing 18.Final Exam.

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