

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

<b>當期課號</b>	3342	<b>Course Number</b>	3342
<b>授課教師</b>	廖敏齡	<b>Instructor</b>	,
<b>中文課名</b>	行銷管理	<b>Course Name</b>	Marketing Management
<b>開課單位</b>	工業工程與管理系(二進)三A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	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。	<b>Objectives</b>	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.
<b>教材</b>	行銷管理 雙葉書廊	<b>Teaching Materials</b>	Marketing Management Yeh Yeh Book Gallery
<b>成績評量方式</b>	出席率 20% 個案報告 20% 期中考 30% 期末考 30%	<b>Grading</b>	Attendance 20% Case study 20% Mid-term 30% Final 30%
<b>教師網頁</b>	-		
<b>教學內容</b>	1.行銷定義與演進 2.了解市場與消費者 3.如合設計消費者導向的市場行銷策略及產品組合 4.行銷的延伸議題	<b>Syllabus</b>	I.DEFINING MARKING AND THE MARKETING PROCESS II.UNDERSTANDING THE MARKETPLACE AND CONSUMERS III.DESIGNING A CUSTOMER-DRIVEN MARKETING STRATEGY AND MARKETING MIX IV.EXTENDING MARKETING

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