

朝陽科技大學 097學年度第1學期教學大綱
Marketing Management 行銷管理

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| 當期課號 | 1225 | Course Number | 1225 |
| 授課教師 | 黃文星 | Instructor | HUANG,WEN HSIN |
| 中文課名 | 行銷管理 | Course Name | Marketing Management |
| 開課單位 | 企業管理系(四日)二C | 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 | 行銷管理（謝文雀翻譯）－華泰書局 | Teaching Materials | |
| 成績評量方式 | 期末考 50% 期末報告 50% | Grading | final exam 50% term paper 50% |
| 教師網頁 | - | | |
| 教學內容 | 行銷資訊管理 分析整體行銷環境 分析消費者行為 分析產業及競爭者 進行市場區隔及定位 發展行銷策略 | Syllabus | Managing Marketing Information Analyzing the Marketing Environment Analyzing Consumer Behavior Analyzing Industrial and Competitors Market Segments and Positioning Developing Marketing Strategies |

尊重智慧財產權，請勿非法影印。