

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

當期課號	3298	Course Number	3298
授課教師	蕭振錫	Instructor	HSIAO,JEN HSI
中文課名	行銷管理	Course Name	Marketing Management
開課單位	行銷與流通管理系(四進)一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	行銷管理,蘇雲華,96年初版二刷,滄海書局	Teaching Materials	Marketing Management,蘇雲華,96年初版二刷,滄海書局
成績評量方式	作業與上課參與度30%、期中研究報告30%、期末考40%	Grading	Assignments& participation 30%, Mid-report 30%, Final-exam 40%
教師網頁	-		
教學內容	1.導論 2.行銷環境分析 3.行銷研究與市場調查 4.策略規劃與策略行銷管理程序 5.消費者購買決策過程 6.消費者購買行為 7.競爭者分析 8.市場需求預測 9.市場區隔、目標市場選擇及市場定位 10.產品探討 11.價格探討 12.通路 13.推廣 14.國際行銷 15.服務行銷	Syllabus	1.Understanding marketing management 2.Analyzing the macroenvironment 3.Conducting marketing research and measuring market demand 4.Developing marketing strategies and plans 5.Profiling the customer buying decision process 6.Analyzing the consumer behavior 7.Analyzing competitors 8.Forecasting market demand 9.Identifying market segments, targets and positioning 10.Setting product strategy 11.Developing pricing strategies and programs 12.Designing and managing channels 13.Designing and managing integrated marketing communications 14.Tapping into global markets 15.Introducing new market offerings

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