

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	3720	Course Number	3720
授課教師	黃明弘	Instructor	HWANG,MING HON
中文課名	行銷管理	Course Name	Marketing Management
開課單位	資訊管理系(四進)—A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程的教學目的在於使學生吸收相關的行銷管理的知識,並懂得理論之應用。本課程是所有相關之行銷課程之基礎,被視為未來許多進階之行銷相關課程之基石,在此課程中將儘量呈現在學術與實務上有關行銷問題之因果關係,以供學生之實務應用。	Objectives	The goal of the course of Marketing Management is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing, discovery-laden road to learning marketing . And we attempt to help students master the basic concepts and practices of modern marketing in an enjoyable and practical way . Achieving this goal involves a constant context for the best balance among the "three pillars" that support the text ---theories and concepts, practice and applications, and pedagogy.
教材	行銷學--本土觀點與國際視野,作者:鄭紹成,前程出版社	Teaching Materials	Marketing-Macro View of Global Market
成績評量方式	平時上課參與成績(出席率、課堂表現) 10%; 期中考試 30%; 期末考試 30%; 報告(口頭加書面)30% 小考 10%	Grading	class participation 10% midterm 30% final 30% report 30% quiz 10%
教師網頁	-		
教學內容	本課程為行銷基礎課程,內容著重於行銷理論與實務之介紹,其中包括行銷系統之架構、策略性規劃、行銷組織、行銷環境、市場區隔與目標市場之選定、行銷組合策略等。並藉由課堂企業實例介紹,了解實務運作的狀況,以期學習者畢業後進入業界,從事行銷工作時,能夠迅速融入實務運作。	Syllabus	The content of course include 1. The basic concept of marketing. 2. An analysis of the Market and its environment. 3. Strategic marketing. 4. Segmenting, Targeting and Position. 4. Marketing mix: Product, Price, Promotion and Place. 5. International Marketing.

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