# 朝陽科技大學 097學年度第2學期教學大綱
# Strategic Marketing Management 行銷規劃與策略

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| 當期課號 | 3127 | Course Number | 3127 |
| 授課教師 | 謝介人 | Instructor | , |
| 中文課名 | 行銷規劃與策略 | Course Name | Strategic Marketing Management |
| 開課單位 | 企業管理系(四進)二A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 使學生熟悉1、各種需要規劃的行銷狀況2、在各種行銷狀況下，可資運用的行銷策略3、從事行銷規劃時應考慮的資訊以及4、取得及運用這些資訊的方法;以便有能力進一步學習「行銷規劃實務課程」課程內容:1、銷狀況/問題2、營評估及SWOT分析3、SIP分析(問標市場區隔、定位)4、4P's組合之規劃、方法5、行銷預算與控制6、銷規劃與控制 | Objectives | The purpose of this course is to help students to understand development ,evaluation ,and implementation of business strategies about succentful management. The key is management system that will help managers 1.provide vision to their business 2.monitor and underatand a dynamic enviroment 3.Generate visionary and creative strategic options that will be responsive to changes faceing a bussiness. 4.Develop strategies based on sustainable competitive advantages. |
| 教材 | 教師講授，個案討論，實習報告 | Teaching Materials | Instruction, Case study, Market planning report |
| 成績評量方式 | 心得報告40% 期末考40% 課堂表現20% | Grading | written report:40% final exam:40% quiz:20% |
| 教師網頁 | _ | | |
| 教學內容 | 以務實手法，從企業機能架構展開，教導學員行銷規劃之基本原理，及方向手法，並完成行銷規劃之流程。 | Syllabus | Understanding Marketing planning and planning process |

尊重智慧財產權，請勿非法影印。