朝陽科技大學 097學年度第2學期教學大綱
Marketing 行銷原理

當期課號	3473	Course Number	3473
授課教師	賴富山	Instructor	Lai,Fu Shan
中文課名	行銷原理	Course Name	Marketing
開課單位	傳播藝術系(四進)一A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	教學目標： 1.使學生了解行銷概念、行銷4P架構並掌握消費者行爲(知識) 2.能具備行銷原理及4P策略之應用(技能) 3.能具備行銷從業人員之專業態度(態度) 4.能了解行銷領域之市場及其發展應用情形(其他)	Objectives	1. Understand the concept of marketing, marketing 4P structure, and consumer behavior (knowledge) 2. Apply 4P marketing principles and strategies (skills) 3. Develop a professional attitude in marketing (development) 4. Understanding market situations and their development (other)
教材	行銷管理: 蕭富峰著 智勝文化 行銷學：原理與觀點 郭常銘譯 智勝	Teaching Materials	Marketing Management Marketing: Principles and perspective
成績評量方式	出席參與討論:15% 書面報告:15% 期中考:30% 期末考:40%	Grading	Participation & discuss :15% Paperwork:15% Middle term:30% Final:40%
教師網頁	lf3@mail2000.com.tw		
教學內容	第一周:課程簡介:課程目的、進度、評分方式 第二周:行銷基本概念介紹:行銷定義、行銷哲學演進、行銷之功能 第三周:行銷基本概念介紹:行銷定義、行銷哲學演進、行銷之功能 第四周:消費者行爲: 消費者行爲之各面向 第五周:消費者決策過程與角色扮演、消費者之行爲通性 第六周:區隔與定位:區隔概念介紹、區隔變數介紹 第七周:STP行銷、定位概念及步驟 第八周:產品定義 第九周:期中考 第十周:產品與服務特性之區分、新產品研發與上市步驟 第十一周:定價:定價概念 第十二周:定價方法 第十三周:通路:通路概念, 第十四周:通路規劃策略 第十五周:推廣:行銷傳播範 第十六周:推廣組合與工具應用 第十七周:整合行銷傳播策略介紹 第十八周:期末考	Syllabus	Week1:Course Description: The purpose of the course, the progress of the assessment methods Week2:The basic concept of marketing: marketing definition, marketing philosophy and evolution of the marketing function Week3:The basic concept of marketing: marketing definition, marketing philosophy and evolution of the marketing function Week4:Consumer Behavior: The behavior of the consumer-oriented Week5:consumer decision-making process and role-playing, the consumer behavior of transparency Week6:Segmentation and targeting: the concept of separate, separate variables introduced Week7:STP marketing, positioning and the concept of steps Week8:Product definition Week9:Midterm Exam Week10:product features and services on the distinction between research and development of new products and listing the steps Week11:Price: the concept of pricing Week12: Pricing methods Week13:Access: the concept of access Week14:The access road planning strategy Week15:Promotion: the scope of the dissemination of marketing Week16:promotion and the combination of tools should be Week17:Introduced the Integrated Marketing Communication Strategy Week18:Final Exam

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