朝陽科技大學 098學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	1578	Course Number	1578
授課教師	何晉瑋	Instructor	HO,CHING WEI
中文課名	行銷管理	Course Name	Marketing Management
開課單位	行銷與流通管理系(四日)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.建立以顧客爲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		Teaching Materials	
成績評量方式	出席率：10% 參與與討論：10% 期中考試：40% 期末小組專題(書面+口頭報告)：40%	Grading	Attendance : 10% Participation & Discussion: 10% Mid-term Examination: 40% Final Group Project (Report + Presentation): 40%
教師網頁			
教學內容	本課程包含行銷管理的三大主題，第一個主題介紹行銷的基礎觀念：宏觀與微觀環境分析與消費者分析；第二個主題分析行銷策略：市場區隔、目標市場與市場定位；第三個主題則爲行銷組合：產品、定價、配銷、促銷加上服務行銷的3P。 上課方式包括：課堂講授+分組實務演練（包含影片賞析、小組競賽、個案研究）。	Syllabus	This course includes 3 major topics in marketing management. The first topic introduces the basic concept of Marketing: macro/micro environment analysis and customer analysis. The next mentions STP strategy: Segmentation, Targeting and Positioning. The third topic discusses the marketing mix: product, price, place, promotion and additional 3P for service marketing. Teaching methods may involve a mixture of lectures and practical exercises in tutorials (including video studies, group competitions, and case studies).

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