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	2625	Course Number	2625
授課教師	洪瑞英	Instructor	HUNG,JUI YING
中文課名	行銷管理	Course Name	Marketing Management
開課單位	老人服務事業管理系(四日)二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	行銷管理概論,Philip Kotler 著,李伯謙譯(2008 3e),華泰文化出版有限公司. 經理人月刊 哈佛商業評論中文版 遠見雜誌 其他課堂補充講義等	Teaching Materials	Kotler:A framework for marketing management 3/e(2008). Manager Today Harvard Business Review
成績評量方式	課堂表現 20% 分組報告 40% 期中考 20% 期末考 20%	Grading	Class performance 20% Group report 40% Mid-term test 20% Final test 20%
教師網頁			
教學內容	本課程設計將分就行銷管理概論簡介,如行銷基本元素,行銷策略擬定與執行,行銷媒介與成效,並將之有效結合當今行銷管理個案討論,使修課學生能於了解行銷學術概念與理論同時,也可深刻體會各企業執行行銷方案之目的與用意,具備全方位之行銷觀念及模式.	Syllabus	This course includes brief content of marketing management, marketing strategy planning and operating, marketing media and results. Moreover, this course will also utilize the marketing management case for student to discuss, and guide the best solving method for them to realize. The course goal of this marketing management will aim to construct the omnibearing concept and operation model for students.

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