朝陽科技大學 098學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	1391	Course Number	1391
授課教師	夏光華	Instructor	HSIA,KUANG HUA
中文課名	行銷管理	Course Name	Marketing Management
開課單位	會計系(四日)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程透過行銷管理的理論探討與現行國內外行銷個案實例相結合,讓學生除了瞭解各種不同的行銷手法,也輔以不同行業的行銷手法,讓學生瞭解理論與實務的結合。	Objectives	This course is designed to help students learn the basic concepts of modern marketing in a managerial orientation way. It focuses on the major decisions that marketing managers face in their efforts to harmonize the objectives and resources of the organization with the needs and opportunities in the marketplace. Moreover, this class attempts to cover all the topics that a marketing manager needs to know, if time is permitted. It includes the main issues faced in strategic, tactical, and administrative marketing. Some recent developed topics, such as database marketing, internet marketing are also included.
教材	Michael J. Etzel Bruce J. Walker William J. Stanton 著 行銷管理第十四版 榮泰生 編譯	Teaching Materials	Michael J. Etzel Bruce J. Walker William J. Stanton Marketing, 14e
成績評量方式	平時成績20% 期中考30% 期末分組報告50%	Grading	1.The others 20% 2.Midterm examination 30% 3.Final report 50%
教師網頁	_		
教學內容	本課程提供一系統性的架構，以了解目前行銷管理領域所面臨的問題，並藉由國內外企業個案，闡述行銷原理。主要包含五大內容： 1.行銷基本概念與管理演進 2.市場與環境分析（含消費者與組織購買行爲） 3.策略行銷；Segmenting、Targeting、Positioning） 4.行銷組合工具（Product,Price,Promotion & Place） 5.當代焦點：國際行銷、網路行銷、服務行銷。 教學方法:課堂講授、實例示範、分組報告、主題討論	Syllabus	An integrated framework is offered to explore the contemporary issues of marketing. The principle of marketing is discussed through case studies of domestic and overseas business organizations. The content of this course includes: 1. The basic concept of marketing and its evolution. 2. An analysis of the Market and its environment. 3. Strategic marketing; Segmenting,Targeting and Positioning. 4. Marketing mix（Product,Price,Promotion & Place） 5. Contemporary issues of marketing, including International Marketing, Internet Marketing and Service Marketing...etc. methods of instruction: lecture, demo, group presentation and discussions..etc.

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