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	2693	Course Number	2693
授課教師	何倉華	Instructor	HO,CANG HUA
中文課名	行銷管理	Course Name	Marketing Management
開課單位	資訊管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程的教學目的在於使學生吸收相關的行銷管理的知識,並懂得理論之應用。本課程是所有相關之行銷課程之基礎,被視爲未來許多進階之行銷相關課程之基石,在此課程中將儘量呈現在學術與實務上有關行銷問題之因果關係,以供學生之實務應用。	Objectives	The goal of the course of Marketing Management is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing, discovery-laden road to learning marketing . And we attempt to help students master the basic concepts and practices of modern marketing in an enjoyable and practical way . Achieving this goal involves a constant context for the best balance among the "three pillars" that support the text ---theories and concepts, practice and applications, and pedagogy.
教材	行銷管理(Marketing Management)--戴國良 著 普林斯頓 出版	Teaching Materials	Marketing Management - Author: Tai kuo liang
成績評量方式	課堂參與20% 報告作業20% 期中考 30% 期末考 30%	Grading	Attendance 20% Report 20% Mid testing 30% Final Testing 30%
教師網頁			
教學內容	第一篇 行銷基本架構導論 第二篇 市場區隔 , 產品定位與行銷組合 第三篇 產品與品牌 第四篇 促銷 第五篇 廣告與媒體 第六篇 訂價,通路,公關,人員,銷售與服務 第七篇 整合行銷傳播 第八篇 行銷企劃 第九篇 顧客關係管理	Syllabus	The content of course include : 1. The basic concept of marketing. 2. An analysis of the Market and its environment. 3. Marketing survey and marketing research 4. Market segmentation and product position. 5. Marketing mix 6. Pricing strategy 7. Branding strategy 8. Promotion strategy 9. Advertisement strategy 10. Media strategy 11. Market channel strategy 12.Integrated Marketing Communication

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