朝陽科技大學 098學年度第2學期教學大綱
Strategic Marketing Management 行銷規劃與策略

當期課號	3132	Course Number	3132
授課教師	鍾文榮	Instructor	Chung,Wen Jung
中文課名	行銷規劃與策略	Course Name	Strategic Marketing Management
開課單位	企業管理系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	使學生熟悉1、各種需要規劃的行銷狀況2、在各種行銷狀況下，可資運用的行銷策略3、從事行銷規劃時應考慮的資訊以及4、取得及運用這些資訊的方法;以便有能力進一步學習「行銷規劃實務課程」課程內容:1、銷狀況/問題2、營評估及SWOT分析3、SIP分析(問標市場區隔、定位)4、4P's組合之規劃、方法5、行銷預算與控制6、銷規劃與控制	Objectives	The purpose of this course is to help students to understand development ,evaluation ,and implementation of business strategies about succentful management. The key is management system that will help managers 1.provide vision to their business 2.monitor and underatand a dynamic enviroment 3.Generate visionary and creative strategic options that will be responsive to changes faceing a bussiness. 4.Develop strategies based on sustainable competitive advantages.
教材	行銷策略管理，第五版 Orville C. Walker, Jr. 林隆儀譯 美商麥格羅.希爾/五南	Teaching Materials	Marketing Strategy, 5e Orville C. Walker, Jr. McGrawHill
成績評量方式	期中考：35% 期末考：35% 課堂表現：30%	Grading	Midterm Exam.:35% Final Exam.:35% Interactive:30%
教師網頁			
教學內容	第一章　市場導向觀點之下成功的公司、企業與行銷策略 第二章　公司策略決策及其行銷意涵 第三章　事業策略及其行銷意涵 第四章　了解市場機會 第五章　市場機會的衡量：預測與市場知識 第六章　瞄準具有吸引力的市場 第七章　差異化與定位策略 第八章　進入新市場的行銷策略 第九章　成長市場的策略 第十章　成熟市場與衰退市場的策略 第十一章　新經濟時代的行銷策略 第十二章　有效執行的組織與規劃 第十三章　行銷績效的評估	Syllabus	Chapter 1 Market-Oriented Perspectives Underlie Successful Corporate, Business and Marketing Strategies Chapter 2 Corporate Strategy Decisions and their Marketing Implications Chapter 3 Business Strategies and Their Marketing Implications Chapter 4 Understanding Market Opportunities Chapter 5 Measuring Market Opportunities: Forecasting and Market Knowledge Chapter 6 Targeting Attractive Market Segments Chapter 7 Differentiation and Positioning Chapter 8 Marketing Strategies for New Market Entries Chapter 9 Strategies for Growth Markets Chapter 10 Strategies for Mature and Declining Markets Chapter 11 Marketing Strategies for the New Economy Chapter 12 Organizing and Planning for Effective Implementation Chapter 13 Marketing Metrics for Marketing Performance

尊重智慧財產權，請勿非法影印。