

朝陽科技大學 099學年度第1學期教學大綱  
Marketing Management 行銷管理

當期課號	3252	Course Number	3252
授課教師	曾鐵湖	Instructor	TSENG ,TIEN HU
中文課名	行銷管理	Course Name	Marketing Management
開課單位	行銷與流通管理系(四進)一B	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. 建立以顧客為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	行銷管理學 13/e Kotler,方世榮、駱少康、陳冠樺 譯, 東華書局	Teaching Materials	Marketing Management 13/e ,Philip Kotler & Kevin Keller
成績評量方式	平時成績:30% 期中考: 30% 期末考: 40%	Grading	General Evaluation: 30 % The mid-term exam 30% The final exam 40%
教師網頁	-		
教學內容	<p>第一部分 了解行銷管理</p> <ul style="list-style-type: none"> <li>• 21 世紀的行銷</li> <li>• 發展行銷策略與計畫</li> </ul> <p>第二部分 掌握行銷洞察力</p> <ul style="list-style-type: none"> <li>• 蒐集資訊與掃描環境</li> <li>• 行銷研究與預測需求</li> </ul> <p>第三部分 顧客關係</p> <ul style="list-style-type: none"> <li>• 創造顧客價值、顧客滿意與顧客忠誠</li> <li>• 分析消費品市場</li> <li>• 分析工業產品市場</li> <li>• 確認市場區隔與目標市場</li> </ul> <p>第四部分 建立強勢品牌</p> <ul style="list-style-type: none"> <li>• 產生品牌權益</li> <li>• 設定品牌定位</li> <li>• 應付競爭</li> </ul> <p>第五部分 市場供給的形成</p> <ul style="list-style-type: none"> <li>• 建立產品策略</li> <li>• 服務事業的設計與管理</li> <li>• 發展訂價策略和規劃</li> </ul> <p>第六部分 傳遞價值</p> <ul style="list-style-type: none"> <li>• 設計及管理價值網絡及通路</li> <li>• 管理零售商、批發商和後動作業</li> </ul> <p>第七部分 溝通的價值</p> <ul style="list-style-type: none"> <li>• 設計及管理整合行銷</li> <li>• 管理大眾傳播：廣告、促銷、活動體驗及公共關係</li> <li>• 管理人員的溝通：直效與互動行銷、口語傳播以及人員銷售</li> </ul> <p>第八部分 創造成功的長期成長</p> <ul style="list-style-type: none"> <li>• 新市場提供物的開發</li> <li>• 前進國際市場</li> <li>• 整體行銷組織的管理</li> </ul> <p>第九部分 個案研討</p>	Syllabus	<p>PART I: Understanding marketing management</p> <ul style="list-style-type: none"> <li>• Defining Marketing for the 21st Century</li> <li>• Developing Marketing Strategies and Plans</li> </ul> <p>PART II: Capturing marketing insights</p> <ul style="list-style-type: none"> <li>• Gathering Information and Scanning the Environment</li> <li>• Conducting Marketing Research and Forecasting Demand</li> </ul> <p>PART III: Connecting with customers</p> <ul style="list-style-type: none"> <li>• Creating Customer Value, Satisfaction, and Loyalty</li> <li>• Analyzing Consumer Markets</li> <li>• Analyzing Business Markets</li> <li>• Identifying Market Segments and Targets</li> </ul> <p>PART IV: Building strong brands</p> <ul style="list-style-type: none"> <li>• Creating Brand Equity</li> <li>• Crafting the Brand Positioning</li> <li>• Dealing with Competition</li> </ul> <p>PART V: Shaping the market offerings</p> <ul style="list-style-type: none"> <li>• Setting Product Strategy</li> <li>• Designing and Managing Services</li> <li>• Developing Pricing Strategies and Programs</li> </ul> <p>PART VI: Delivering value</p> <ul style="list-style-type: none"> <li>• Designing and Managing Integrated Marketing Channels</li> <li>• Managing Retailing, Wholesaling, and Logistics</li> </ul> <p>PART VII: Communicating value</p> <ul style="list-style-type: none"> <li>• Designing and Managing Integrated Marketing</li> </ul>

		Communications <ul style="list-style-type: none"><li>• Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations</li><li>• Managing Personal Communications: Direct and Interactive Marketing and Personal Selling</li></ul> PART VIII: Creating successful long-term growth <ul style="list-style-type: none"><li>• Introducing New Market Offerings</li><li>• Tapping into Global Markets</li><li>• Managing a Holistic Marketing Organization</li></ul> PART IX: Case Study
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