

個別課程英文授課大綱

表單編號：QP-T02-07-11

保存年限：10 年

課程名稱 Course Title	(中文) 行銷管理		
	(英文) Marketing Management		
授課教師 Instructor	白佩玉	開課單位 Departments	企管系
學分數 Credit(s)	3	修課對象 Target Students	本系外籍生與交換生
課程目標 Course Objectives	<p>The objective of the course is to provide a framework for understanding the applications of marketing concepts and theories. Students shall learn the principles and basic knowledge of marketing management, which includes consumer and business purchase behavior, marketing research, product management, pricing strategies, channel management, promotion skills, and other related issues. The course aims to reinforce skill-based and knowledge-based competencies and will seek to prepare students for more advanced marketing studies. Students are expected to develop an intuition and systematical thinking about marketing decisions to solving real marketing problems in this course.</p> <p>The course Marketing Management aims to:</p> <ul style="list-style-type: none"> • Introduce students the major marketing concepts, • Facilitate students developing the ability of marketing analysis and planning, • Strengthen students' marketing tactics, and • Reinforce students' abilities of problem-solving and decision-making in marketing. <p>The course structure has three parts: 1) the role of marketing, which is Creating Values for Customers, that creates value based on customer needs and buying process; 2) marketing strategies, including segmenting, targeting, and positioning; 3) the implementation of marketing tactics, including product, pricing, distribution and communication strategies.</p>		

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<p>課程大綱 Course Description</p>	<p>Introduction</p> <p>The Marketing Environment</p> <p>Strategic Planning</p> <p>Marketing Research</p> <p>Consumer Market & Business Market</p> <p>Market Segmentation, Targeting, and Positioning</p> <p>Product Strategies</p> <p>Pricing Strategies</p> <p>Placing Strategies</p> <p>Promotion Strategies</p>
<p>上課進度 Weekly Course Schedule</p>	<p>1 Introduction of the Course and Marketing (Ch.1)</p> <p>2 The Marketing Environment (Ch.2 & Ch.3)</p> <p>3 Marketing Information, Market Research, & STP (Ch.4 & Ch.6)</p> <p>4 Consumer Behavior & Business Buyer Behavior (Ch.5)</p> <p>5 Product Strategies I (Ch.7 & 8)</p> <p>6 Product Strategies II (Ch.7 & 8)</p> <p>7 Pricing Strategies I (Ch. 9)</p> <p>8 Pricing Strategies II (Ch. 9)</p> <p>9 Midterm</p> <p>Feedback on the Midterm Exam</p> <p>Promotion Strategies I (Ch.12 & 13)</p> <p>10 Promotion Strategies II</p> <p>11 Presentation</p> <p>12 Placing Strategies</p> <p>13 Online Marketing & Global Marketing</p> <p>14 Final Presentation</p> <p>15 Final Presentation</p> <p>16 Final Exam</p> <p>Feedback on the Final Exam</p> <p>17 Social Responsibility and Ethics</p>
<p>教學方式 Instructional Method</p>	<p>講授與個案討論、實務報告</p>
<p>課程要求 Course Requirements</p>	<p>修過經濟學</p> <p>課前準備</p> <p>使用 Moodle</p> <p>上課發言與參與討論</p>

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<p>評量方式 Evaluation</p>	<p>(1) Midterm 20% (2) Final exam 20% (3) Case presentation, Show-and-Tell 45% (4) Participation 15%</p>
<p>教材及參考書目 Textbooks & Suggested Materials</p>	<p>Gary Armstrong and Philip Kotler (2013), Marketing: An Introduction, 11th edition, Upper Saddle River, NJ: Prentice Hall</p>
<p>課程相關 連結網址 Course Website</p>	<p>使用 Moodle 教學網</p>
<p>備註 Remarks</p>	