

南台科技大學 99 學年度第 1 學期課程資訊

課程名稱	策略性行銷管理
課程編碼	W0Q01201
系所代碼	0W
開課班級	高企碩士班二甲
開課教師	陳正男
學分	3.0
時數	3
上課節次地點	
必選修	必修
課程概述	Marketing knowledge is the driver of marketing performance improvement. The format of class sessions includes lecture material supplemented by cases and assignments for illustrating certain topics.
課程目標	The objectives are : To help students developing four competencies of marketing career : 1. Understanding the market and consumers. 2. Designing a customer-driven marketing strategy and marketing mix. 3. Measuring and managing return on marketing 4. Harnessing new marketing technologies in digital age
課程大綱	1 Defining Marketing for the 21st Century Creating Customer Value, Satisfaction, and Loyalty (A1,A5) 2 Developing Marketing Strategies and Plans (A2) 3 Gathering Information and Scanning the Environment (A3) 4 Conducting Marketing Research and Forecasting Demand (A4) 5 Analyzing Consumer and Business Markets (A6, A7) Cruise Ships – Not Just for Grandma and Grandpa Anymore 6 Identifying Market Segments and Targets (A8) Fast Food Turns Healthy 7 Crafting the Brand Positioning (A10) Acer 8 Setting Product Strategy (A12) Procter & Gamble in Europe A roll-out launch 9 Designing and Managing Services (A13) Ryanair : Low Prices, High Profits- But Increasing Competition 10 Developing Pricing Strategies and Programs (A14) Krispy Kreme Doughnuts Going Global ? 11 Designing and Managing Value Networks and Channels (A15)

	<p>Wal-Mart : The World' s Largest Company vs. Whole Food Market</p> <p>12 Managing Retailing, Wholesaling, and Logistics (A16)</p> <p>Nestle : The Infant Formula Controversy</p> <p>13 Designing and Managing Integrated Marketing Communications (A17)</p> <p>National Office Machines — Motivating Japanese Salespeople : Straight Salary or Commission ?</p> <p>14 Managing Mass Communications : Advertising, Sales Promotions, Events, and Public Relations (A18)</p> <p>Integrated Marketing Communication Takes on Some New Twists</p> <p>15 Managing Personal Communications : Direct Marketing and Personal Selling (A19)</p> <p>Starbucks-Going Global Fast</p> <p>16 Tapping into Global Markets (A21)</p> <p>AIDS, Condoms, and Carnival</p> <p>17 Managing a Holistic Marketing Organization (A22)</p> <p>18 Final Exam</p>
英文大綱	<p>1 Defining Marketing for the 21st Century</p> <p>Creating Customer Value, Satisfaction, and Loyalty (A1,A5)</p> <p>2 Developing Marketing Strategies and Plans (A2)</p> <p>3 Gathering Information and Scanning the Environment (A3)</p> <p>4 Conducting Marketing Research and Forecasting Demand (A4)</p> <p>5 Analyzing Consumer and Business Markets (A6, A7)</p> <p>Cruise Ships – Not Just for Grandma and Grandpa Anymore</p> <p>6 Identifying Market Segments and Targets (A8)</p> <p>Fast Food Turns Healthy</p> <p>7 Crafting the Brand Positioning (A10)</p> <p>Acer</p> <p>8 Setting Product Strategy (A12)</p> <p>Procter & Gamble in Europe A roll-out launch</p> <p>9 Designing and Managing Services (A13)</p> <p>Ryanair : Low Prices, High Profits- But Increasing Competition</p> <p>10 Developing Pricing Strategies and Programs (A14)</p> <p>Krispy Kreme Doughnuts Going Global ?</p> <p>11 Designing and Managing Value Networks and Channels (A15)</p> <p>Wal-Mart : The World' s Largest Company vs. Whole Food Market</p> <p>12 Managing Retailing, Wholesaling, and Logistics (A16)</p> <p>Nestle : The Infant Formula Controversy</p> <p>13 Designing and Managing Integrated Marketing Communications (A17)</p> <p>National Office Machines — Motivating Japanese Salespeople : Straight</p>

	Salary or Commission ? 14 Managing Mass Communications : Advertising, Sales Promotions, Events, and Public Relations (A18) Integrated Marketing Communication Takes on Some New Twists
教學方式	
評量方法	
指定用書	
參考書籍	
先修科目	
教學資源	
注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	