

# 南台科技大學 100 學年度第 1 學期課程資訊

課程名稱	行銷策略
課程編碼	7ZM01301
系所代碼	07
開課班級	碩企管國際二甲
開課教師	周德光 張永佺
學分	3.0
時數	3
上課節次地點	三 2 3 4 教室 S404
必選修	選修
課程概述	The course will provide the elementary concepts of marketing and its application in the business management. The course emphasize in the tourism and recreation industry. Students are required to write some reports and to do the oral presentations.
課程目標	The purpose of the course is to let the students understand and apply the marketing concepts and to learn how to make strategies for the real business.
課程大綱	本課程以原文書為教科書,課程及大綱請參照以下英文部分
英文大綱	<p>綱 1 Marketing Defined</p> <p>2 Marketing Hospitality and Travel Services</p> <p>3 Customer Behavior</p> <p>4 Analyzing Marketing Opportunities</p> <p>5 Marketing Strategy: Market Segmentation and Trends</p> <p>6 Marketing Strategy: Strategies, Positioning, and Marketing Objectives</p> <p>7 The Marketing Plan and the 8 Ps</p> <p>8 Product Development and Partnership</p> <p>9 People: Services and Service Quality</p> <p>10 Packaging and Programming</p> <p>11 The Distribution Mix and the Travel Trade</p> <p>12 Communications and the Promotional Mix</p> <p>13 Personal Selling and Sales Management</p> <p>14 Public Relations and Publicity</p> <p>15 Pricing</p>
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	1
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	