

# 南台科技大學 102 學年度第 2 學期課程資訊

課程名稱	行銷企劃
課程編碼	D0D14801
系所代碼	0D
開課班級	四技行流三乙
開課教師	黃文宏
學分	3.0
時數	3
上課節次地點	二 6 7 8 教室 T0107
必選修	選修
課程概述	<p>This course focuses on functional level marketing strategy in Cultural &amp; Creative Industries(文化創意產業) and Non-Profit Organizations(非營利機構). The overall goal of the course is to develop your ability to think strategically about marketing problems and their potential solutions. To achieve this goal, the course focuses on the marketing planning process as the basic framework for integrating and coordinating marketing decisions.</p> <p>Specifically, you will develop skills in establishing and evaluating marketing plans, strategies, and implementation programs so that you will be better prepared to solve the marketing problems and to grasp the marketing opportunities you will encounter in your profession.</p>
課程目標	<p>The main learning emphasis in this course is placed on improved critical thinking ability(analytical and creative) as it relates to marketing strategy and implementation. The specific objectives of this course include:</p> <ul style="list-style-type: none"> <li>• Reviewing the essentials of marketing management</li> <li>• Understanding the impact of strategic marketing decisions on the firm</li> <li>• Gaining insight into the "real world" frustrations/rewards of making marketing decisions</li> <li>• Learning how to assimilate information from a variety of sources (Internet, library, etc.)</li> <li>• Applying decision models used by today's marketing managers</li> <li>• Learning how to develop a marketing plan</li> </ul>
課程大綱	<ol style="list-style-type: none"> <li>1. 大綱介紹及成員分組</li> <li>2. 情境分析</li> <li>3. 行銷策略分析</li> <li>4. 制定行銷戰術(I)</li> <li>5. 制定行銷戰術(II)</li> </ol>

	6. 執行方案及行銷控制
英文大綱	<ol style="list-style-type: none"> <li>1. Introduction &amp; Team Setup</li> <li>2. Situation Analysis, SWOT Analysis</li> <li>3. Strategy - Segmentation, Targeting Positioning</li> <li>4. Tactics - Products and Prices</li> <li>5. Tactics - Place and Promotion</li> <li>6. Marketing Implementation and Control</li> </ol>
教學方式	
評量方法	
指定用書	行銷企劃
參考書籍	
先修科目	
教學資源	
注意事項	<ol style="list-style-type: none"> <li>1. 4 人一組，全員全程參與，完成以下任務</li> <li>2. 完成第一階段自選創意行銷方案(含書面及簡報)</li> <li>3. 完成指定產業之期中簡式報告，內容包括情境分析、市場定位，以簡報形式為主。</li> <li>4. 期末繳交完整行銷企劃書，以文件格式為主，簡報為輔。</li> </ol>
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	