

# 南台科技大學 103 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	簡南山
學分	3.0
時數	3
上課節次地點	五 11 12 13 教室 E0602
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 &amp; 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	策略行銷分析：架構與實務應用
參考書籍	Philip Kotler、Hermawan Kartajaya、Iwan Setiawan,2011,顏和正譯,行銷 3.0：與消費者心靈共鳴 Marketing 3.0: From Products to Customers to the Human Spirit, 天下文化出版 任立中,2010,行銷源典,前程文化出版 社企流,2014, 社企力！：社會企業＝翻轉世界的變革力量, 果力文化出版 馬克強生著,林麗冠譯,2010,白地策略：打造無法模仿的市場新規則, 天下文化出版
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	