

南台科技大學 103 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	行流陸生研修班 四技行流三甲
開課教師	黃識銘
學分	3.0
時數	3
上課節次地點	一 5 6 7 教室 T0206
必選修	選修
課程概述	<p>This course focuses on functional level marketing strategy in Cultural & 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"> • Reviewing the essentials of marketing management • Understanding the impact of strategic marketing decisions on the firm • Gaining insight into the "real world" frustrations/rewards of making marketing decisions • Learning how to assimilate information from a variety of sources (Internet, library, etc.) • Applying decision models used by today's marketing managers • Learning how to develop a marketing plan
課程大綱	<ol style="list-style-type: none"> 1. 大綱介紹及成員分組 2. 情境分析 3. 行銷策略分析 4. 制定行銷戰術(I) 5. 制定行銷戰術(II)

	6. 執行方案及行銷控制
英文大綱	<ol style="list-style-type: none"> 1. Introduction & Team Setup 2. Situation Analysis, SWOT Analysis 3. Strategy - Segmentation, Targeting Positioning 4. Tactics - Products and Prices 5. Tactics - Place and Promotion 6. Marketing Implementation and Control
教學方式	
評量方法	
指定用書	讓人說 YES 企畫書提案報告
參考書籍	<ol style="list-style-type: none"> 1 自編講義 2 高橋憲行企劃書聖經，周幸譯，大是文化，2008
先修科目	
教學資源	
注意事項	<ol style="list-style-type: none"> 1.以 EICP 為基礎的企畫寫作與訓練 2. 須參加企畫案競賽 3. 創意企劃簡報 綜合訓練，不擅表達者請慎思，每人皆須報告 4. 課程重無暇者勿修 5. 第二堂課 繳交趨勢分析(第一堂課交代)無繳交者請視為缺平時成績一次，不得補繳。
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	