

南臺科技大學 105 學年度第 2 學期課程資訊

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| 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 | 莊勝雄 |
| 學分 | 3.0 |
| 時數 | 3 |
| 上課節次地點 | 一 2 3 4 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) |

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| | 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 | 行銷企劃 |
| 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 | |