

## 南臺科技大學 107 學年度第 2 學期課程資訊

課程代碼	65D00E01
課程中文名稱	行銷管理
課程英文名稱	Marketing Management
學分數	3.0
必選修	必修
開課班級	四國際商務二甲
任課教師	蔡雅玲
上課教室(時間)	週四第 2 節(S314) 週四第 3 節(S314) 週四第 4 節(S314)
課程時數	3
實習時數	0
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	
課程概述	<p>The objectives are to help students developing four competencies of marketing career :</p> <ol style="list-style-type: none"> <li>1. Understanding the market and consumers.</li> <li>2. Designing a customer-driven marketing strategy and marketing mix.</li> <li>3. Measuring and managing return on marketing</li> <li>4. Harnessing new marketing technologies in digital age</li> </ol> <p>本課程先藉由一些生活案例的介紹，然後將行銷知識融入其中，並系統性的整合行銷相關知識，強調思考邏輯過程的完整性。</p>
先修科目或預備能力	
課程學習目標與核心能力之對應	<p>※編號，中文課程學習目標，英文課程學習目標，對應系指標</p> <p>-----</p> <ol style="list-style-type: none"> <li>1.能夠利用書面及口頭介紹行銷分析資料，Discover marketing management. , 3 自我行銷能力</li> <li>2.能利用統計及多變量方法分析國際商務相關資料，To understand elements of marketing strategy, planning and competition, manage marketing information. , 4 資料分析能力</li> <li>3.能夠組織特定主題之重點、製作簡報資料以及清晰的呈現與表達，To realize the business to consumer and business to business Markets. , 6 商務簡報能力</li> </ol>

	<p>4.能夠與他人清楚的溝通、協調及統合不同的意見 , Services as the Core offering in order to build the brand , 7 整合協調溝通</p> <p>5.養成實務操作之經驗與能力，並擁有相關的專業證照之考照能力 , Manage pricing decisions, marketing channels and points of customer from promotional strategy and new media. , 9 實務技能</p> <p>6.能夠製作商務專案、專題、活動或計畫 , Be able to write a marketing plan. To learn marketing segmentation, target marketing, positioning and CRM, Product Strategy, and new product development. , 11 商務企劃能力</p> <p>7.能夠養成對專業的新知或技術有主動學習的意願與動力 , To know personal selling and direct marketing. And learn the marketing dashboard: metrics for measuring marketing performance. , 13 主動負責學習</p>
中文課程大綱	<p>1.行銷理論</p> <p>2.行銷環境分析</p> <p>3.關鍵成功因素與競爭優勢</p> <p>4.市場區隔與目標市場選擇</p> <p>5.消費市場的顧客分析</p> <p>6.產品策略</p>
英/日文課程大綱	<p>The course will cover the following important topics:</p> <p>Part 1: Defining marketing and the marketing Process</p> <p>Part 2: Understanding the Marketplace and Consumers</p> <p>Part 3: Designing a Customer-Driven Strategy and Mix</p> <p>Part 4: Extending Marketing</p>
課程進度表	<p>1/Week : Marketing creating customer value and engagement</p> <p>2/Week : company and marketing strategy: partnering to build customer engagement, value and relationships</p> <p>3/Week: Analyzing the Marketing Environment</p> <p>4/Week: Managing Marketing information to gain customer insights</p> <p>5/Week: Consumer markets and buyer behavior</p> <p>6/Week: Business Markets and business buyer behavior</p> <p>7/Week: Customer-Driven Marketing Strategy :Creating value for target customers</p> <p>8/Week: Produces,Services,and Brands: Building customer value</p> <p>9/Week: Middle Exams</p> <p>10/Week : Pricing: Understanding and capturing customer value</p> <p>11/Week : Marketing Channels: Delivering customer value</p> <p>12/Week : Retailing and Wholesaling</p> <p>13/Week: Engaging customers and communicating customer value</p> <p>14/Week: Advertising and public relations</p> <p>15/Week: Personal selling and sales promotion</p>

	<p>16/Week: Creating competitive advantage</p> <p>17/Week: Review</p> <p>18/Week: Final exams</p>
教學方式與評量方法	<p>※課程學習目標，教學方式，評量方式</p> <p>-----</p> <p>能夠利用書面及口頭介紹行銷分析資料，課堂講授，同儕互評</p> <p>能利用統計及多變量方法分析國際商務相關資料，課堂講授，同儕互評</p> <p>課堂展演</p> <p>能夠組織特定主題之重點、製作簡報資料以及清晰的呈現與表達，分組討論，自我評量</p> <p>能夠與他人清楚的溝通、協調及統合不同的意見，分組討論，日常表現</p> <p>養成實務操作之經驗與能力，並擁有相關的專業證照之考照能力，課堂講授，筆試</p> <p>能夠製作商務專案、專題、活動或計畫，課堂講授分組討論，筆試</p> <p>能夠養成對專業的新知或技術有主動學習的意願與動力，課堂講授，自我評量</p>
指定用書	<p>書名：Principle of Marketing</p> <p>作者：Philip kotler. Gary Armstrong</p> <p>書局：Pearson</p> <p>年份：2017</p> <p>ISBN：9781292089669</p> <p>版本：4</p>
參考書籍	<p>Marketing magazine 書名 (Title)</p> <p>Marketing Management</p> <p>作者 (Author)</p> <p>Marshall/Johnston</p> <p>書局 (Publisher)</p> <p>McGraw-Hill international edition</p> <p>年份 (Years)</p> <p>2010</p> <p>國際標準書號 (ISBN)</p> <p>978-1-259-09497-2</p> <p>版本 (Edition) 2</p>
教學軟體	
課程規範	Please notice the attendance.