

開南管理學院 94 年度第 1 學期 資訊及電子商務 學系科目教學計劃表

科目代碼	科目名稱	授課教師	修別	開課年級	學分數	每週時數
	中文：行銷管理	洪正明	<input type="checkbox"/> 必修 <input checked="" type="checkbox"/> 選修	碩一	3	3
	英文：Marketing Management	先修課程				
教學目標與內容	1. Defining Marketing for the Twenty-First Century 2. Adapting Marketing to the New Economy 3. Building Customer Satisfaction, Value, and Retention 4. Winning Markets Through Market-Oriented Strategic Planning 5. Gathering Information and Measuring Market Demand 6. Scanning the Marketing Environment 7. Analyzing Customer Markets and Buyer Behavior 8. Analyzing Business Markets and Business Buying Behavior 9. Dealing with the Competition 10. Identifying Market Segments and Selecting Target Markets 11. Positioning and Differentiating the Market Offering Through the Product Life Cycle 12. Developing New Market Offerings 13. Designing Global Market Offerings 14. Setting the Product and Brand Strategy 15. Designing and Managing Services 16. Developing Price Strategies and Programs 17. Designing and Managing Value Networks and Marketing Channels 18. Managing Retailing, Wholesaling, and Market Logistics 19. Managing Integrated Marketing Communications 20. Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing 21. Managing the Sales Force 22. Managing the Total Marketing Effort					
實施方法	■講解法。 □實作法。 ■討論法。 □演習法。 ■問答法。 □其他 ( )。					
評量方式	(1) 期中考 25 % (2) 期末考 25 % (3) 隨堂考 25 % (4) 作業 25 %					
授課使用及參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。 教科書: Philip Kotler, Swee Hoon Ang, Siew Meng Leong and Chin Tiong Tan "Marketing Management" Prentice Hall Pearson Education Asian Pte Ltd, 23/25 First Lok Yang Road, Singapore 629733 參考書: Jagdish N. Sheth, David M. Gardner, and Dennis E. Garrett "Marketing Theory: Evolution and Evaluation" John Wiley & Sons, USA, 1988					
科目簡介(可含大綱及教學進度):	第1週: Introduction 第2週: 1. Defining Marketing for the Twenty-First Century / 2. Adapting Marketing to the New Economy 第3週: 3. Building Customer Satisfaction, Value, and Retention / 4. Winning Markets Through Market-Oriented Strategic Planning 第4週: 5. Gathering Information and Measuring Market Demand / 6. Scanning the Marketing Environment 第6週: 7. Analyzing Customer Markets and Buyer Behavior / 8. Analyzing Business Markets and Business Buying Behavior 第7週: 9. Dealing with the Competition / 10. Identifying Market Segments and Selecting Target Markets 第8週: 11. Positioning and Differentiating the Market Offering Through the Product Life Cycle 第9週: . 期中考 第10週: 12. Developing New Market Offerings 第12週: 13. Designing Global Market Offerings / 14. Setting the Product and Brand Strategy 第13週: 15. Designing and Managing Services / 16. Developing Price Strategies and Programs 第14週: 17. Designing and Managing Value Networks and Marketing Channels / Managing Retailing, Wholesaling, and Market Logistics 第15週: 19. Managing Integrated Marketing Communications / 20. Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing 第16週: 21. Managing the Sales Force / 22. Managing the Total Marketing Effort. Preface & Introduction 第17週: . 期末報告/總復習 第18週: . 期末考					
說明:	1. 授課教師於學期前填寫本表, 經課程委員會審核後, 影印分送給教師所屬課程委員會召集人, 授課班級所屬系、所及教務處課務組; 並於開始上課時, 將本內容向學生說明。2. 本表於91.4.23第四次校課程委員會討論通過。 Designer jimmy					

課程委員會召集人:

資訊系劉瑞榮(乙)

授課教師:

洪正明

課務組  
94.10.24  
收文章