

Kainan University Department of International Business

Syllabus for IHP - Business

Fall Semester 2007

Course Code No.	Course Title	Instructor	Subject	Level of Course	Credits	Hours per Week
100010551	Chinese: 行銷管理	Wei-Ning Chen	<input type="checkbox"/> required <input type="checkbox"/> elective	Year: Class:	3	3
	English: Marketing Management	Course Prerequisites				
Teaching Goals and Content	The purpose of this course is to examine the principles of marketing and demonstrate the ways in which these principles can be applied to today's business environment. Lectures cover business and marketing strategies and product management, pricing, distribution, publicity, PR, and all the associated techniques.					
Teaching Methods	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)					
Grading and Evaluation Criteria	midterm 30 % final 30 % class participation 20 % other 20 % (details: case analysis)					
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered)					
	Kotler/Armstrong, Marketing, An Introduction, 8/e, Pearson International, 2007					

Course Description (including outline and course schedule):

1. Understanding Marketing Management.
2. Building Customer Satisfaction, Value, and Retention
3. Market-Oriented Strategic Planning
4. Gathering Information & Measuring Marketing Demand
5. Scanning the Marketing Environments
6. Analyzing Consumer Market & Buying Behaviors
7. Analyzing Business Market & Buying Behaviors
8. Identifying Market Segment & Selecting Target Market
9. Positioning the Market Offering through the Product Life Cycle
10. Dealing with the Competition
11. Developing New Market Offering
12. Managing Product Lines & Branding
13. Designing and Managing Services
14. Managing Integrated Marketing Communication
15. Managing Advertising, sales Promotion, PR & Sales Forces



Instructions:

1. Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.
2. This form was approved by the curriculum committee on April 23, 2002.

signature of the convener of the curriculum committee

Wei-Ning Chen
signature of the teacher



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辦事員

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