

開南大學 九十六 年度第一 學期 觀光與餐飲旅館管理系

行銷管理專題科目教學計劃表

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
1260M0030	中文：行銷管理專題	張亦騏 Yevvon, Yi-Chi, Chang	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	研 1 年 級	3	3
	英文：Seminar in Marketing Management	先修課程	N/A			
教學目標與內容	The course is designed to be an introduction to the theory and application of marketing. The objective of this course is to familiarize the students with the existing marketing literature. In this sense, these courses are extensive in nature, covering most aspects in marketing, and presenting a framework to think about the existing literature. Topics to be covered include advertising and communicating the product, distributing the product, pricing the product and market research.					
實施方法	<input checked="" type="checkbox"/> 講解法。 <input type="checkbox"/> 實作法。 <input checked="" type="checkbox"/> 討論法。 <input type="checkbox"/> 演習法。 <input checked="" type="checkbox"/> 問答法。 <input type="checkbox"/> 其他 ()。					
評量方式	20% Mid-term examination, 20% Final examination, 40% Attendance and in-class participation. 20% Presentation and group report.					
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)。					
	There is no required textbook for this course. For a basic textbook on marketing, including marketing terms, examples, and a general taxonomy of issues we recommend: Armstrong, Gary, and Philip Kotler. <i>Marketing: An Introduction</i> . 6th ed. Paramus, NJ: Prentice Hall, 2002. 行銷管理學 第十四版 Michael J. Etzel, Bruce J. Walker, William J. Stanton 著 容泰生編, McGrawHill Education, 2006					
科目簡介(可含大綱及教學進度)：						

Week 1	Introduction and review of course outline, and understanding the marketing concepts
Week 2	The dynamic Marketing Environment (case: iTunes)
Week 3	National Holiday
Week 4	Global Markets and Marketing (case: IKEA)
Week 5	Consumer Markets and Buying Behaviour (case: SONG)
Week 6	Business Markets and Buying Behaviour (case: Boeing)
Week 7	Market Segmentation, Targeting and Positioning (case: Dunkin's Donuts)
Week 8	Marketing Research and Market Information (case: Pyramid)
Week 9	Mid-Term Examination
Week 10	Product Planning and Development (case: Imaginatik)
Week 11	Product Mix Strategies (case study: Eastman Kodak)
Week 12	Pricing Determination (case: coke)
Week 13	Pricing Strategies (case: Bose)
Week 14	Channels of Distribution (case: Toysrus)
Week 15	Integrate Marketing Communication (case: Netflix)
Week 16	Marketing Implementation and Evaluation (case: Zara)
Week 17	Presentations and Simulation
Week 18	Final Examination

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。

課程委員會召集人：



授課教師：張亦騏