## 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:行銷管理專題	張亦騏 Yevvon, Yi-Chi, Chang	X 必修 □選修	研1年級	3	3	
英文:Seminar in Marketing Management	先修課程		N/A		-	
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.						
X 講解法。 □實作法。X 討論法。 □演習法。X 問答法。 □其他( )。						
20% Mid-term examination, 20% Final examination, 40% Attendance and in-class participation. 20% Presentation and group report.						
(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:						
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						
	中文:行銷管理專題  英文: Seminar in Marketing Management  The course is designed to be objective of this course is to this sense, these courses are presenting a framework to the advertising and communication market research.    X   講解法。 □實作法。   X   20% Mid-term examination participation. 20% Present (請按作者、書名、版別、是 There is no required textbook marketing terms, examples, and Philip Prentice Hall, 2002.    行銷管理學 第十四版 Micles   10%	中文:行銷管理專題  英文:Seminar in Marketing Management  无修課程  The course is designed to be an introduction to the objective of this course is to familiarize the studenthis sense, these courses are extensive in nature, copresenting a framework to think about the existing advertising and communicating the product, distributionarket research.    X   講解法。 □實作法。   X   討論法。 □演習法。   20% Mid-term examination, 20% Final examparticipation. 20% Presentation and group reporting in the product of the participation of the participation and group reporting in the product of the participation. 20% Presentation and group reporting in the product of the participation. 20% Presentation and group reporting in the product of the participation. 20% Presentation and group reporting in the product of the participation. 20% Presentation and general taxonon are participation. 20% Presentation are pa	中文:行銷管理專題  英文:Seminar in Marketing Management  无修課程  无修課程  无修課程  The course is designed to be an introduction to the theory and objective of this course is to familiarize the students with the ethis sense, these courses are extensive in nature, covering mospresenting a framework to think about the existing literature. Tadvertising and communicating the product, distributing the promarket research.    X   講解法。 □實作法。   X   討論法。 □演習法。   X   問答法   20%   Mid-term examination, 20%   Final examination, 4   participation. 20%   Presentation and group report.  (請按作者、書名、版別、出版商、發行地、出版年份、起活作者。書名、版別、出版商、發行地、出版年份、起活作者。書名、版別、出版商、發行地、出版年份、起活中中 is no required textbook for this course. For a basic textbe marketing terms, examples, and a general taxonomy of issues  Armstrong, Gary, and Philip Kotler. Marketing: An Introduction Prentice Hall, 2002.	中文:行銷管理專題  英文:Seminar in Marketing 然	中文:行銷管理專題	



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 Behavious (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		
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## 說明:

- 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:與大學的主張亦以 就允為後就能學系。 「我允別 UNIVERSE 」 「我允別 UNIVERSE 」 「我在名美王

