

開南大學 96 年度第二學期

資電學系、所、中心科目教學計劃表

課程編號	2 5 2 0 2 7 0 0 0	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	授課教師：洪正明 開課系所：資訊及電子商務 年級班別：進修部二年級	老師 學系
班次	01			
課程名稱(中文)		學分數	課程名稱(英文)	
行銷學(必)		3	Marketing	
教學目標 與內容	The purpose of Marketing is to give student a chance to understand the content of Internet Marketing Management. The topic of this course including : Introduction, Defing Marketing for the Twenty-First Century, Adapting Marketing to the New Economy, Building Customer Satisfaction, Value, and Retention, Winning Markets Through Market-Oriented Strategic Planning, Gathering Information and Measuring Market Demand, Scanning the Marketing Environment, Analyzing Customer Markets and Buyer Behavior, Analyzing Business Markets and Business Buying Behavior, Human Information Processing of Web Sites, What a Web Site Should Look Like, Dealing with the Competition, Identifying Market Segments and Selecting Target Markets, Positioning and Differentiating the Market Offering Through the Product Life Cycle, Developing New Market Offerings, Designing Global Market Offerings Setting the Product and Brand Strategy, Designing and Managing Services, Developing Price Strategies and Programs, Designing and Managing Value Networks and Marketing Channels, Managing Retailing, Wholesaling, and Market Logistics, Managing Integrated Marketing Communications, Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing.			
	<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	期中測驗 30% 期末測驗 40% 平時成績 30% 其他_____ 成績□□%			
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)。 授課教材：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 參考書籍：Jagdish N. Sheth, David M. Gardner, and Dennis E. Garrett "Marketing Theory : Evolution and Evaluation" John Wiely & Sons, USA, 1988			

科目簡介(含課程大綱及教學進度)：

- Week1 : Introduction
- Week2 : 1.Defing Marketing for the Twenty-First Century /2.Adapting Marketing to the New Economy/3.Building Customer Satisfaction, Value, and Retention
- Week3 : 4.Winning Markets Through Market-Oriented Strategic Planning/5.Gathering Information and Measuring Market Demand / 6.Scanning the Marketing Environment
- Week4 : 7.Analyzing Customer Markets and Buyer Behavior / 8.Analyzing Business Markets and Business Buying Behavior
- Week5 : 7. Human Information Processing of Web Sites /
- Week6 : 8. What a Web Site Should Look Like Week7 : 9.Dealing with the Competition
- Week8 : 10.Identifying Market Segments and Selecting Target Markets
- Week9 : .Midterm Examination
- Week10 : 11.Positioning and Differentiating the Market Offering Through the Product Life Cycle
- Week11 : 12.Developing New Market Offerings; Week12 : 13.Designing Global Market Offerings
- Week13 : 14.Setting the Product and Brand Strategy
- Week14 : 15.Designing and Managing Services / 16.Developing Price Strategies and Programs
- Week15 : 17.Designing and Managing Value Networks and Marketing Channels /18. Managing Retailing, Wholesaling, and Market Logistics
- Week16 : 19.Managing Integrated Marketing Communications / 20.Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing
- Week17 : .Final Report and Review; Week18 : .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：洪正明

