

Kainan University

Department of Electric Commerce

(Fall/Spring) Spring Semester 2008 Year Course Syllabus

Course Code No.	Course Title	Instructor	Subject	Level of Course
252027000,01 250020010(01)	Chinese: 行銷學	Chen Ming Hung 洪正明	<input checked="" type="checkbox"/> required <input type="checkbox"/> elective	Year: night 2 Class(AorB): A
	English: Marketing	e-mail/phone ext: frank@mail.knu.edu.tw	Credits:3	
Teaching Goals and Content	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.			
Teaching Methods	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> practical training <input type="checkbox"/> discussion <input type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)			
Grading and Evaluation Criteria	midterm <u>30</u> % final <u>40</u> % class participation <u>30</u> % other _____ % (details _____)			
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered)			
	1.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 2.Jagdish N. Sheth, David M. Gardner, and Dennis E. Garrett "Marketing Theory : Evolution and Evaluation" John Wiely & Sons, USA, 1988			

Course Description (including outline and course schedule):

Weekly Schedule:

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 / 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

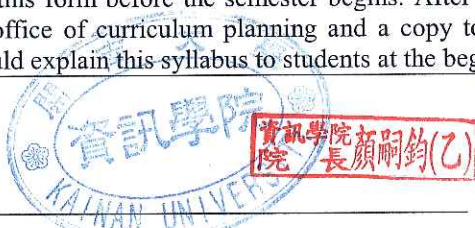
Week15 : 17.Designing and Managing Value Networks and Marketing Channels /18. Managing Retailing, Wholesaling, and Market Logistics

Week16 : 19.Managing Integrated Marketing Communications / 20.Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing

Week17 : .Final Report and Review; Week18 : .Final Examination

Instructions:

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.



signature of the convener of the curriculum committee



signature of the teacher

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