

開南大學 95 年度第 2 學期 物流與航運管理學系科目教學計劃表

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
IHP 111	中文：行銷學	張蓓琪 胡凱傑	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	IHP	3	3
	英文：Marketing	先修課程	無			
教學目標與內容	<p>The purpose of this course is to enable student to study the relevant theory of marketing management. Students should realize the marketing concept and characteristic of the hospitality. With consideration to the theory and practice application, this course also complements and proves with the case example. The main purposes are</p> <p>(1) Understanding the essence of marketing of service trade and basic structure of the marketing theory. (2) Understanding the basic conception and principle of marketing. (3) Study the marketing procedure, customer service, marketing tools and method needed in business management. (4) Exploring the challenge of marketing, and how to carry out the work of marketing correctly.</p>					
實施方法	<input type="checkbox"/> 講解法。 <input type="checkbox"/> 實作法。 <input checked="" type="checkbox"/> 討論法(Discussion)。 <input type="checkbox"/> 演習法。 <input type="checkbox"/> 問答法。 <input type="checkbox"/> 其他。					
評量方式	<p>Personal:</p> <p>Homework report 20% Mid. exam. 20% Personal Class Participation 10%</p> <p>Team Report:</p> <p>Chapter of text book 10% Literature 10%</p> <p>Team Project:</p> <p>Project presentation (1st times) 5% Project presentation (2nd times) 5% Final Project presentation 20%</p> <p>Interpretation:</p> <p>➤ Each week has three kind of presentation: chapter of text book, literature and homework report. The whole classmates should be divided into 9 teams and make these presentations on schedule.</p> <p>1. Chapter of text book and Literature: Each team must choice one selected chapter of the text book and one literature to makes PowerPoint files for a presentation according to the schedule. The presentation time should be restricted in 20 minute. Before presentation, the PowerPoint file should email to the teacher.</p> <p>2. Homework: each student should find one company of your country, and make a brief introduction of this company' marketing situation. According to the schedule, each one should make a presentation of 15 minute in the class.</p> <p>➤ Team project: Each team must choice one business (such as bookmaker, music company, motor corporate, video game corporate, travel agency, etc.) Please design a new product and develop a well marketing project.</p> <p>1. The 1st project presentation should explain what your company is, what business or market is your company. The 2nd project presentation should explain who your customers are and what your product is. The marketing strategy of your product should also be included. Besides, each team should make a PowerPoint file for a presentation of 10 minute. The rest time should be used for discussing by all classmates.</p> <p>2. The final project presentation is a complete marketing plan. Each team should make a PowerPoint file for a presentation of 25 minute.</p>					
授課使用及參考書籍	<p>(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)。</p> <p>1. Armstrong, G. and Kotler, P., Marketing: An introduction, Prentice Hall, 2007.</p> <p>2. Literature:</p> <p>Paper1: My Week as a Room-Service Waiter at the Ritz. (客服一週：麗池初體驗) Paper2: The Employee-Customer-Profit Chain at Sears (施樂百千日轉型記) Paper3: Putting the Service Profit Chain to Work (讓服務利潤鏈發揮效用) Paper4: Case study: What Serves the Customer best (哈佛個案研究-當研發槓上行銷) Paper5: Value Innovation: The Strategic Logic of High Growth (價值創新) Paper6: Strategies to Fight Low-cost Rivals (突破殺價紅海) Paper7: The History and Future of Service Quality Assessment (服務品質評估的歷史與未來) Paper8: What Business Are You in (李維特大師的六堂行銷課) Paper9: The New Science of Sales Force Productivity (超級業務員的科學養成法-衝業績不能靠奇蹟)</p>					

SCHEDULE

Week	Date	Content	Reporter
1	2/28	228 Anniversary (recess)	-----
2	3/7	Introduction	-----
3	3/14	Ch.1 Marketing: Managing Profitable Customer Relationships Paper 1: My Week as a Room-Service Waiter at the Ritz (客服一週: 麗池初體驗) Homework report	Team 1 Team 2 1-2
4	3/21	Ch.2 Company and Marketing Strategy: Partnering to Build Customer Relationships Paper 2: The Employee-Customer-Profit Chain at Sears (施樂百千日轉型記) Homework report	Team 3 Team 4 3-4
5	3/28	Ch.5 Consumer and Business Buyer Behavior Paper 3: Putting the Service Profit Chain to Work (讓服務利潤鏈發揮效用) Homework report	Team 5 Team 6 5-6
6	4/4	Project Presentation 1st: introduce your company and business	All teams
7	4/11	Ch.6 Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers Paper 4: Case Study: What Serves the Customer best (哈佛個案研究-當研發槓上行銷) Homework report	Team 7 Team 8 7-8
8	4/18	Ch.7 Product, Services, and Branding Strategy Paper 5: Value Innovation: The Strategic Logic of High Growth (價值創新) Homework report	Team 9 Team 1 9-10
9	4/25	Mid Exam.	
10	5/2	Project Presentation 2nd: who are your customers and what is your product	All teams
11	5/9	Ch.9 Pricing Considerations and Strategies Paper 6: Strategies to Fight Low-cost Rivals (突破殺價紅海) Homework report	Team 2 Team 3 11-12
12	5/16	Ch.10 Marketing Channels and Supply Chain Management Paper 7: The History and Future of Service Quality Assessment (服務品質評估的歷史與未來) Homework report	Team 4 Team 5 13-14
13	5/23	Ch.12 Integrated Marketing Communication: Advertising, Sales Promotion, and Public Relations Paper 8: What Business Are You in (李維特大師的六堂行銷課) Homework report	Team 6 Team 7 15-16
14	5/30	Ch.14 Marketing in the Digital Age Paper 9: The New Science of Sales Force Productivity (超級業務員的科學養成法-衝業績不能靠奇蹟) Homework report	Team 8 Team 9 17-19
15	6/6	Final Project Presentation	Team 1-3
16	6/13	Final Project Presentation	Team 4-6
17	6/20	Final Project Presentation	Team 7-9
18	6/27	Final Exam.	

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。
- 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:


