



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	行銷管理	學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Marketing Management		
科目代碼 Course Code	MSF_10050	系級 Department & Year	學二 Course-offering Department
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0
授課教師 Instructor	/夏締青		
先修課程 Prerequisite			
課程描述 Course Description			
By end of this course, students will be equipped with the knowledge of how to design a marketing plan, especially, in the following three areas: 1) environmental analysis (including environmental scanning and data collection), 2) STP strategy, and 3) 4P strategies. In addition, students are requested to present marketing cases, working in teams and share their insight with other students			
課程目標 Course Objectives			
The main objectives for the course are: 1. Developing student's conceptual and analytical marketing skills. 2. Enable students to identify and analyze marketing problems. 3. Enable students to create strategic solutions, and recommend effective tactical plan by integrating marketing concepts			
系專業能力 Basic Learning Outcomes			課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.	●	
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.	○	
C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.	●	
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.	●	
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies	○	
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.	●	
圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated			
授課進度表 Teaching Schedule & Content			
週次 Week	內容 Subject/Topics	備註 Remarks	
1	Introductory class		
2	An introduction to marketing management		

3	Macro analysis of the environment	
4	Micro analysis of the environment	
5	HOLIDAY	
6	Segmentation and targeting strategy	
7	Positioning strategy	
8	Movie on marketing	
9	期中考試週 Midterm Exam	
10	Product life-cycle	
11	Product strategy	
12	Place (channel) strategy	
13	Place (channel) strategy	
14	Price strategy	
15	Promotion strategy	
16	Promotion strategy	
17	Movie on marketing	
18	Report Submission	

#### 教學策略 Teaching Strategies

- 課堂講授 Lecture
  分組討論 Group Discussion
  參觀實習 Field Trip
  其他 Miscellaneous: Case presentation

#### 教學創新自評 Teaching Self-Evaluation

##### 創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)
  團體合作學習 (TBL)
  解決導向學習 (SBL)
  翻轉教室 Flipped Classroom
  磨課師 Moocs

##### 社會責任 (Social Responsibility)

- 在地實踐 Community Practice
  產學合作 Industry-Academia Cooperation

##### 跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching
  跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	20%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam	30%								
作業成績 Homework and/or Assignments	20%								case presentation, homeworks
其他 Miscellaneous (Attendance)	10%								

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Title: Marketing Management: An Asian Perspective 6/e

Authors: Kotler et al.

Publisher: Prentice Hall

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website (Including online teaching information.

Personal website can be listed here.)

Online Class link: <https://meet.google.com/dvs-obwh-oao>

其他補充說明 (Supplemental instructions)