



## 課 綱 Course Outline

管理學院管理科學與財金國際學士學位學程學士班

中文課程名稱 Course Name in Chinese	行銷管理				
英文課程名稱 Course Name in English	Marketing Management				
科目代碼 Course Code	MSF_10050	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
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					
系教育目標 Dept.' s Education Objectives					
1	培育具備良好數量分析能力之管理人才。 Cultivating management professionals with outstanding ability in quantitative analysis.				
2	培育具備財務金融專業知識之人才。 Cultivating professionals with finance-specific knowledge.				
3	培育具備國際視野與外語溝通能力之人才。 Cultivating professionals with a global vision and the ability in foreign-language communication.				
4	培育具備決策分析與問題解決之技能的管理人才。 Cultivating management professionals with knowledge and skills in decision analysis and problem solving.				
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

#### 課程大綱

#### Course Outline

The primary objective of the course is to equip students 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.

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

Teachers are suggested to have a PhD or an MBA degree from the Department of International Business or Department of Business Administration with specialization in Marketing, and the classroom should be equipped with multimedia facilities for effective presentations.

#### 課程要求和教學方式之建議

#### Course Requirements and Suggested Teaching Methods

This course will use a combination of lectures, case studies, presentations, and class discussions in order to help students to develop skills required for success as a marketing manager. In the beginning of the semester, students will be grouped into groups of no more than 4 students.

The instructor will use lecture and cases to explain marketing theory. In each class, after the lecture, one student group will be required to present a business case (included in the textbook), within about 25 minutes. In order to promote class discussion, this will be followed by a discussion on real world practices by firms in relation to the content taught in the class.

#### 其他

#### Miscellaneous