



課 綱 Course Outline
企業管理學系博士班經營管理國際組

中文課程名稱 Course Name in Chinese	行銷管理研究				
英文課程名稱 Course Name in English	Seminar in Marketing Management				
科目代碼 Course Code	BM_D0070	班 別 Degree	博士班 Ph. D.		
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
1.To perform a critical examination of the models and approaches used for management of the Marketing process. 2.To evaluate those models and approaches in terms of their theoretical soundness, and their applicability in the context of current and projected changes in the Marketing environment.					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之經營管理人才 To develop managerial talent with a global perspective.				
2	培養具知識整合能力之經營管理人才 To develop managerial talent with knowledge integration abilities.				
3	培養具先機掌握能力之經營管理人才 To develop managerial talent with initiative-seizing abilities.				
4	培養具人文素養之經營管理人才 To develop managerial talent with humanism quality.				
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	具備企業管理相關理論與應用的知識 Having knowledge of modern management theories and practices			●	
B	具備邏輯推演、獨立思考與問題解決的能力 Having capability of logical reasoning, independent thinking, and problem solving			●	

C	具備學研產官重要議題與趨勢掌握的國際觀 Having global perspective on key issues in academia, research, industry, and government	●
D	具備專業與產業的倫理洞察力與堅持 Having insights and persistence of professional and industry ethics	●

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

1. Modeling the Marketing Process
 - a. Concept of the Market and the Marketing process
 - b. Essential elements of the Marketing process
 - c. Social role of the Market
2. Crafting and Refining Strategies
 - a. The components of the Marketing strategy
 - b. Responsiveness and robustness of strategies
3. The firm and the Marketing environment
 - a. Marketing Information Systems, Intelligence and Research
 - b. Heterogeneous marketing environments
 - i. business vs consumer markets
 - ii. variation in levels of economic development
 - iii. cultural variation: the global-local dilemma
 - iv. variation in sources and levels of risk
4. The e-Marketing environment: a new, challenging relationship between firm and customer

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.)

行銷管理學相關專長之師資

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

Seminar-style discussion of articles that present varying or conflicting points of view on the issues listed above. Short reports giving analytical summaries of articles during the term and a major report presenting in-depth analysis of a major Marketing Management issue at the end of the term.

其他
Miscellaneous