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國立東華大學

課　　綱　Course Outline

管理學院數位行銷與服務創新國際學士班學士班

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	DMSI20020	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	培養結合理論與實務之數位行銷專業人才
2	培養結合理論與實務之服務創新專業人才
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才

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	具備以資訊技術協助企業運作與商業管理之知識與應用能力	●
B	具備邏輯思考、問題分析與解決之能力	●
C	具備溝通協調與團隊合作之能力	●
D	具備創新思維之能力	●

E	具備國際視野及外語溝通之能力	○

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