



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	行銷管理資訊系統		學年/學期 Academic Year/Semester	112/2
課程名稱(英文) Course Name in English	Marketing Information Management Systems			
科目代碼 Course Code	IM_40200	系級 Department & Year	學二	開課單位 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	/邱素文			
先修課程 Prerequisite				
課程描述 Course Description				
<p>Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Today's marketplace is fundamentally different as a result of major societal forces that have resulted in many new consumer and company capabilities. These forces have created new opportunities and challenges and changed marketing management significantly as companies seek new ways to achieve marketing excellence. The holistic marketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies. Holistic marketing recognizes that everything matters in marketing and that a broad, integrated perspective is often necessary. Four components of holistic marketing are relationship marketing, integrated marketing, internal marketing, and socially responsible marketing. The set of tasks necessary for successful marketing management includes developing marketing strategies and plans, capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, and creating long-term growth. Students who are not marketing majors will have some difficulty accepting the encompassing role that marketing has on the other functional disciplines within a firm. For those students who have never been exposed to marketing and its components, the instructor's challenge is to educate the students about the world of marketing. The in-class and outside of class assignments noted in this text should help both educate and excite the students about the "world of marketing."</p>				
課程目標 Course Objectives				
從行銷決策與資訊資源面，探討行銷管理資訊系統之內涵與構建方式。				
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	具備資訊管理基礎與跨學域的應用能力。Cultivate the personnel with the capability of basic and interdiscipline information management			●
B	具備以資訊科技為核心，擁有高度專業技術與國際視野之能力。Cultivate professional personnel with international perspective and the capability of using information technology			●
C	具備資訊管理創新、研發、企劃之資訊管理人才之整合能力。Cultivate senior personnel with the capability of innovation, research and development and integrated planning			●
D	具備企業資訊化的能力。Cultivate the personnel with the capability of computerization of enterprises			●

E	具備業界多媒體應用、網站經營以及資訊行銷所需之能力。Cultivate the personnel with the capability of multimedia applications, website operations, and information marketing	●
F	具備認知新興資訊產業發展所需之能力。Cultivate the personnel with the capability for the emerging information industry	○

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	Overview about MSF_10290, IM_40200 in world of marketing	
2	Defining Marketing in 21st Century (Chap 1)	
3	chapter 1 (cont'd)	
4	Developing Marketing Strategies and Plans (Chap 2)	
5	chapter 2 (cont'd)	
6	Chapter 2 (cont'd)	
7	Midterm exam (4/1)	Required
8	National Holiday, no class	
9	Midterm week	
10	Chapter 5 (MOVE TO 4/29, C109)	
11	Chapter 5 (cont'd)	
12	5/6: Oral report (the first track)	Required
13	5/13: Oral report (the second track)	Required
14	5/20: Oral report (the third track)	Required
15	5/27: Oral report (the 4th track)	Required
16	(6/3) Final Examination: all chapters + VHws + oral reports	Required
17	National Holiday, no class	
18	Flexible study	Optional

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:

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	10%		✓						
期中考成績 Midterm Exam	50%	✓					✓		
期末考成績 Final Exam	0%	✓					✓		
作業成績 Homework and/or Assignments	40%			✓	✓				
其他 Miscellaneous (_____)									
評量方式補充說明 Grading & Assessments Supplemental instructions									
(Required) Midterm and Final Examinations and Oral report by individual; (Optional) VHWS									
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.)									
1. Marketing Management an Asian perspective, Kolter, P. et al. 7th ed. 2018, Person Education. (TEXTBOOK) 2. Marketing the e-business. Harris, L. and Dennis, C. 2nd ed. Roulledge, Taylor and Francis, 2008.									
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.)									
see <a href="http://www.elearn.ndhu.edu.tw/moodle/">http://www.elearn.ndhu.edu.tw/moodle/</a>									
其他補充說明 (Supplemental instructions)									
Please prepare textbook before lectures and keep constant updates from elearn.									