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② 國立東華大學 教學計劃表 Syllabus

		秋日	一町町八	Сy	110	ibus				
Cour	課程名稱(中文) se Name in Chinese	行銷管理資訊系	:統			學年/學期 Academic Year/Se		112/2		
Cour	課程名稱(英文) se Name in English	Marketing Info	ormation Manag	gement	Sys	tems				
	科目代碼 Course Code	IM40200	系級 Department & Year	學二	<u>.</u>	開課單位 Course-Offering Department	- T	資訊管理學系		
	修別 Type	學程 Program 學分數/時間 Credit(s)/Hour(s) 3.0/3						'3.0		
	授課教師 Instructor	/邱素文								
	先修課程 Prerequisite									
課程描述 Course Description										
deliv organ marke super force new o ways desig bread that relat marke stron term encom stude to ed	ting is an organizati ering value to custom ization and its stake ts and getting, keepi ior customer value. To s that have resulted pportunities and chal to achieve marketing n, and implementation th and interdependence a broad, integrated p ionship marketing, in ting. The set of tasks ting strategies and p g brands, shaping the growth. Students who a passing role that mar nts who have never be ucate the students ab in this text should	ers and for man holders. Market ng, and growing day's marketpl in many new con lenges and char excellence. The of marketing p ies. Holistic m erspective is of tegrated market necessary for plans, capturing e market offering re not marketing keting has on the exposed to m out the world of help both educa	haging custom ting management g customers the lace is fundate nsumer and con- nged marketing holistic marketing programs, pro- marketing reco- porten necessary ting, interna successful marketing in ngs, delivering ng marketing and programs will the other fund- marketing and porten necessary	er rela nt is t hrough nentall npany c g manag keting cesses, ognizes ry. Fou l marke arketin nsights ng and l have ctional its cc The in	atio he a creating apa agene: con- an agene: con- con- com- com- com- com- com- com- com- com	nships in ways the art and science of ating, delivering ifferent as a res- bilities. These f nt significantly cept is based on d activities that at everything mat components of holi g, and socially r anagement include connecting with cu municating value, e difficulty acce sciplines within nents, the instru- ass and outside c ents about the "	at benef of choosi s, and co ult of m forces ha as compa the deve trecogni tters in stic mar responsib es develo astomers, and cre epting th a firm. actor's of class	it the ng target mmunicating ajor societal ve created nies seek new lopment, ze their marketing and keting are le ping building ating long- e For those challenge is assignments		
從行翁	肖決策與資訊資源面,探	討行銷管理資訊	系統之內涵與樟	靖建 方式	°					
課程目標與系專業 力相關性 第業能力 Correlation betwee Course Objective and Dept.'s Education Objectives							力相關性 relation between ourse Objectives and Dept.'s Education			
A	具備資訊管理基礎與跨學 basic and interdiscipli	ine information m	anagement							
В	technology							•		
C	具備資訊管理創新、研發 with the capability of	innovation, rese	earch and devel	opment	and	integrated planning		•		
D	具備企業資訊化的能力。(of enterprises	Cultivate the per	sonnel with th	e capab	ilit	y of computerizatio	n	•		

^E capab	《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 ility of multimedia applications, website operations, and information marketing	
	&知新興資訊產業發展所需之能力。Cultivate the personnel with the capability for merging information industry	\bigcirc
圖示說明I	llustration :● 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 Industy-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:							

			- + ± / •	V or Gal		sessmen			
配分項目	配分比例 Percentage	多元評量方式 Assessments							
Items		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%	\checkmark					~		
期末考成績 Final Exam	0%	~					~		
作業成績 Homework and/or Assignments	40%			~	~				
其他 Miscellaneous ()									
(Required) Midterm and Fin (Optional) VHWs	Grading & A al Examinatio	ssessme	-	plement	al inst		S		
Textbook & Ot	教科書與參考 her References					-		ks, etc.)	
1. Marketing Management an (TEXTBOOK)	Asian perspe	ctive,	Kolter,	P. et	al. 7th	ed. 20	18, Per	son Educa	tion.
2. Marketing the e-busines						-	-		s, 2008.
Teaching Ai		s Websi nal webs		uding o	online t	eaching			
see http://www.elearn.ndhu	.eau.tw/moodl	e/							
	其他補	充說明	(Suppler	nental	instruc	tions)			
			ep cons						