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②國玄東華大學

教學計劃表 Syllabus

| 課程名稱(中文) Course Name in Chinese | 行銷管理 | | | 學年/學期 Academic Year/Se | 113/1 | | |
|------------------------------------|----------------------|-------------------------------|--|---------------------------------------|---------------------|--|--|
| 課程名稱(英文) Course Name in English | Marketing Management | | | | | | |
| 科目代碼 Course Code | MSF_10050 | 系級 Department 學二 & Year | | 開課單位 Course-Offering Department | 管理科學與財金國際學士 學位學程 | | |
| 修別 Type | 學程 Program | 學分數/時 Credit(s)/Hou | | 3.0/3.0 | | | |
| 授課教師 Instructor | /夏締青 | | | | | | |
| 先修課程 Prerequisite | | | | | | | |

課程描述 Course Description

By end of this course, students will be equipped 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. In addition, students are requested to present marketing cases, working in teams and share their insight with other students

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

| | 条專業能力 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. | • |
| В | 具備財務金融領域之分析能力。 Equipped with the ability to analyze finance. | 0 |
| С | 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. | • |
| Е | 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 | 0 |
| 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

授課進度表 Teaching Schedule & Content

| 週次Week | 內容 Subject/Topics | 備註Remarks |
|--------|--------------------|-----------|
| 1 | Introductory class | |
| 2 | Holiday | |

| 3 | An introduction to marketing management | | | | | |
|---|---|------------|--|--|--|--|
| 4 | Macro analysis of the environment | | | | | |
| 5 | Micro analysis of the environment | | | | | |
| 6 | Segmentation and targeting strategy | | | | | |
| 7 | Positioning strategy | | | | | |
| 8 | Movie on marketing | | | | | |
| 9 | 期中考試週 Midterm Exam | | | | | |
| 10 | Product life-cycle | | | | | |
| 11 | Product strategy | | | | | |
| 12 | Place (channel) strategy | | | | | |
| 13 | Place (channel) strategy | | | | | |
| 14 | Price strategy | | | | | |
| 15 | Promotion strategy | | | | | |
| 16 | Promotion strategy | | | | | |
| 17 | Movie on marketing | | | | | |
| 18 | Report Submission | | | | | |
| | L) 63 Ft L M 1 . O | | | | | |
| | 教 學 策 略 Teaching Strategies | | | | | |
| ✓ 課堂講 | | Field Trip | | | | |
| | | Field Trip | | | | |
| | 授 Lecture ✓ 分組討論Group Discussion | Field Trip | | | | |
| ✓ 其他Mis | 授 Lecture | Field Trip | | | | |
| ✓ 其他Mis | 授 Lecture | | | | | |
| ✓ 其他Mis 創新教學(✓ 問題導) | 授 Lecture | | | | | |
| ✓ 其他Mis創新教學(✓ 問題導)✓ 翻轉教 | 授 Lecture | | | | | |
| ✓ 其他Mis創新教學(✓ 問題等) 翻轉教 社會責任(| 授 Lecture | 로 習(SBL) | | | | |
| ✓ 其他Mis創新教學(✓ 問題等)社會責任(✓ 在地實) | 授 Lecture | 로 習(SBL) | | | | |
| ✓ 其他Mis | 接 Lecture | 學習(SBL) on | | | | |
| 割新教學(✓ 問題導) 一 翻轉教 社會責任(✓ 在地實) 跨域合作(✓ 跨界教: | 接 Lecture 文分組討論Group Discussion 参觀實習 I scellaneous: Case presentation 教學創新自評 Teaching Self-Evaluation Innovative Teaching 向學習(PBL) 文團體合作學習(TBL) 文解決導向學室 Flipped Classroom 唐課師 Moocs Social Responsibility 達學合作 Industy-Academia Cooperati Transdisciplinary Projects | 學習(SBL) on | | | | |

| 學期成績計算及多元評量方式 Grading & Assessments | | | | | | | | | |
|-------------------------------------|-------------------------|----------|----------|----------|----------|----------|----------|----------|------------------------------------|
| 配分項目 | 配分比例 多元評量方式 Assessments | | | | | | | | |
| Items | Percentage | 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 | 20% | | | | | | | | |
| 期中考成績 Midterm Exam | 20% | | | | | | | | |
| 期末考成績 Final Exam | 30% | | | | | | | | |
| 作業成績 Homework and/or Assignments | 20% | | | | | | | | case presentation, homeworks |
| 其他 Miscellaneous (Attendance) | 10% | | | | | | | | |

評量方式補充說明

Grading & Assessments Supplemental instructions

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.)

Title:Marketing Management: An Asian Perspective 6/e

Authors: Kotler et al. Publisher:Prentice Hall

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.)

Online Class link: https://meet.google.com/dvs-obwh-oao

其他補充說明(Supplemental instructions)