

 國立東華大學
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	113/2
課程名稱(英文) Course Name in English	Marketing Information Management Systems				
科目代碼 Course Code	MSF_10290	系級 Department & Year	學三	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					
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.”					
課程目標 Course Objectives					
The aim of this class is to deliver well-defined and resilient competitive marketing information management systems (MMS) for modern e-business world. We will discuss every aspect of MMS which includes business advantages, competitive strengths and vulnerability analysis					
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 5	
7	Midterm exam (3/31)	Required
8	National Holiday, no class	
9	Midterm week	
10	4/21: Oral report (track #1)	Required
11	4/28: Oral report (track #2)	Required
12	5/5: Oral report (track #3)	Required
13	5/12: Oral report (track #4)	Required
14	5/19: Final Examination: all chapters + VHws + oral reports	Required
15	5/26: Oral report (track #5)	Required
16	6/2: oral report (track #6)	Required
17	Flexible study	
18	Flexible study	

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:

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(含出缺席) General Performance (Attendance Record)	10%		✓						
期中考成績 Midterm Exam	30%	✓					✓		
期末考成績 Final Exam	30%	✓					✓		
作業成績 Homework and/or Assignments	30%			✓	✓				
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. Rouledge, 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.)
<http://elearn4.ndhu.edu.tw/moodle>

其他補充說明 (Supplemental instructions)

Please prepare textbook before lectures and keep constant updates from elearn.