## ②國玄東華大學

# 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese				學年/學期 Academic Year/Se	114/1		
課程名稱(英文) Course Name in English	Marketing Management						
科目代碼 Course Code	M\$F_10050	系級 Department & Year		開課單位 Course-Offering Department			
修別 Type	Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0			
授課教師 Instructor	/						
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

	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
А	Using quantitative methods to analyze and solve problems.	
В	Equipped with the ability to analyze finance.	
С	Using information technology to analyze, integrate, and present data.	
D	Equipped with a global vision and specialized foreign language proficiency.	
E	Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies	
F	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	An introduction to marketing management	

3	Macro analysis of the environment						
4	Micro analysis of the environment						
5	Segmentation and targeting strategy						
6	Posi ti oni ng strategy						
7	Acti vi ty Cl ass						
8	Product life-cycle						
9	Midterm Exam						
10	Sports Day Holiday						
11	Product strategy						
12	Place (channel) strategy						
13	Place (channel) strategy						
14	Pri ce strategy						
15	Promoti on strategy						
16	Adverti si ng strategy						
17	Report Submission						
18	Suppl ementary Teaching						
10							
10	教 學 策 略 Teaching Strategies						
	教學策略 Teaching Strategies  Lecture						
<b>✓</b>							
<b>✓</b>	Lecture Group Discussion Field Trip scellaneous: Case presentation						
✓ ✓ M	Lecture						
✓ ✓ M	Lecture  Group Discussion  Field Trip  Scell aneous: Case presentation  教學創新自評 Teaching Self-Evaluation  I nnovative Teaching)						
✓ ✓ M	Lecture						
	Lecture  Group Discussion  Field Trip  **Scell aneous: Case presentation  **N 學 創 新 自 評 Teaching Self-Evaluation  I nnovati ve Teaching)  (PBL)  (TBL)  (SBL)						
	Lecture    V						
	Lecture  V Group Discussion Field Trip  Scell aneous: Case presentation  教學創新自評Teaching Self-Evaluation  Innovative Teaching)  (PBL)  V (TBL)  Flipped Classroom  Moocs  Social Responsibility)						
	Lecture						
	Lecture						
	Lecture						
	Lecture						
	Lecture						

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
( ) General Performance (Attendance Record)	15%								
M1dterm Exam	20%								
Fi nal Exam	30%								
Homework and/or Assignments	20%								case presentation, homeworks
Miscellaneous (Class participation)	15%								

## 評量方式補充說明

### Grading & Assessments Supplemental instructions

General performance points will be deducted for absence (2 points for each absence). Missing more than five classes without a reason would result in a grade of zero.

#### 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)