

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			學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	Marketing Management				
科目代碼 Course Code	FIN_B0040	系級 Department & Year	學二	開課單位 Course-Offering Department	財務金融學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		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					
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	具備經濟學、會計學、統計學及數學的基礎能力Basic knowledge of the financial theory Economics, accounting, statistical and mathematical ability.				
B	具備財務金融基本學理Understanding of the development of the financial disciplinal.				
C	具備運用財務金融學理進行分析能力Basic knowledge of financial theory analysis.				○
D	具備資料整理、書面呈現或口頭報告之能力Basic knowledge of documentation and presentation skills.				●
E	具備財經時事基本分析能力Capabilities for financial analysis of current affairs				●
F	具備電腦程式運算及應用基本能力Ability of computer programs, algorithms and applications				
G	具備英語閱讀溝通協調等基本能力English reading ability of communication and coordination				●
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	Documentary Class				

3	An introduction to marketing management	
4	Macro analysis of the environment	
5	Micro analysis of the environment	
6	Segmentation and targeting strategy	
7	Documentary Class	
8	Positioning strategy	
9	期中考試週 Midterm Exam	
10	Product life-cycle	
11	Product strategy	
12	Place (channel) strategy	
13	Documentary Class	
14	Price strategy	
15	Promotion strategy	
16	Advertising strategy	
17	Report Submission	

彈性 教學 規劃 Flexible Teaching Plan	請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.): ☒ 問題討論 Problem-based Discussion ☐ 翻轉教學 Flipped Classroom ☐ 展演實作 Performance / Practical Presentation ☐ 校外參訪 Off-campus Visit ☐ 講座活動 Lecture / Seminar ☐ 線上作業 Online Assignments ☐ 自主學習 Self-directed Learning ☐ 課業輔導 Academic Support ☐ 實驗操作 Experiment Operation ☐ 遠距教學(同步) Distance Learning (Synchronous) ☐ 遠距教學(非同步) Distance Learning (Asynchronous) ☐ 其他(請填寫) Others (Please specify.): 備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.
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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: Case presentation

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)	15%								
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 (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)									