

## 1002學期 課程基本資料/Course Information

系所 / 年級	經管系碩士班 1年級	課號 / 班別	83M00004 / B
學分數	3學分	選 / 必修	必修
科目中文名稱	行銷管理	科目英文名稱	Marketing management
主要授課老師	黃萬傳	開課期間	一學年之下學期
人數上限	42 人	已選人數	40人

## 起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / A115 / 星期1第06節  
 第1週 / 第18週 / A115 / 星期1第07節  
 第1週 / 第18週 / A115 / 星期1第08節

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## 教學綱要/syllabus

## 第一部分/Part I(※依課程委員會審議之內容決議填入)

	基本素養/核心能力 Core Literacy/Core Competencies	相關性 Relevance	
		高度相關	中度相關
一、教學目標所要達成之能力培養項目： 【依據課程委員會審議通過之課程與基本素養/核心能力關聯表填寫】	創新與創造力	<input type="checkbox"/>	.
	領導與決策	<input type="checkbox"/>	.
	溝通與合作	<input type="checkbox"/>	.
	國際觀	<input type="checkbox"/>	.
	倫理與社會責任能力	<input type="checkbox"/>	.
	科技與作業管理能力	.	<input type="checkbox"/>
	行銷與網路商務能力	<input type="checkbox"/>	.
	組織與人力資源管理能力	.	<input type="checkbox"/>

## 二、教學目標 (Objective)

- 1.認知面：【使學生理解、應用、分析、綜合、比較、推論、評估本課程之理論與概念】：  
透過期刊及參考書目的研讀使學生了解何謂行銷管理
- 2.技能面【使學生能獲得運用與實做本課程理論與概念之技巧】：  
透過個案公司的參訪使學生了解行銷管理的技巧
- 3.情意面【能引發學生對本課程之興趣，激發學生學習動機，增加觸類旁通與自主學習】：  
1.透過小組討論，加深學生對於行銷管理的認知 2.透過個案參訪，使學生能更進一步了解實務

上行銷管理的技巧。3.透過期刊閱讀，使學生能學習學術方面的行銷管理。

三、符合教學目標之課程內容設計

1. Defining Marketing for 21st Century
2. Developing Market Strategies and Plans
3. Gathering Information and Scanning the Environment
4. Conducting Marketing Research and Forecasting Demand
5. Creating Customer Value, Satisfaction, and Loyalty
6. Analyzing Consumer Markets
7. Analyzing Business Markets
8. Identifying Market Segments and Targets
9. Creating Brand Equity
10. Crafting the Brand Positioning
11. Dealing with Competition
12. Setting Product Strategy
13. Designing and Managing Services
14. Developing Pricing Strategies and Programs
15. Designing and Managing Marketing Channels and Value Networks
16. Managing Retailing, Wholesaling, and Logistics
17. Designing and Managing Integrated Marketing Communications
18. Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations
19. Managing Personal Communications: Direct Marketing and Personal Selling
20. Introducing New Market Offerings
21. Tapping into Global Markets
22. Managing a Holistic Marketing Organization

四、先修科目 (Pre Course)

無

第二部分/Part II

一、多元教學方法 (Teaching Method)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> 由學生自訂學習目標與抱負水準    | <input checked="" type="checkbox"/> 案例或故事討論 | <input checked="" type="checkbox"/> 講述    |
| <input type="checkbox"/> 服務學習              | <input type="checkbox"/> 學生課後書面報告           | <input checked="" type="checkbox"/> 小組討論  |
| <input checked="" type="checkbox"/> 學生上台報告 | <input type="checkbox"/> 腦力激盪               | <input type="checkbox"/> 學生實作             |
| <input type="checkbox"/> 習題練習              | <input type="checkbox"/> 影片欣賞與討論            | <input type="checkbox"/> 採訪               |
| <input type="checkbox"/> 審議式民主             | <input type="checkbox"/> 觀察與資料收集            | <input checked="" type="checkbox"/> 一分鐘回饋 |
|  |   | <input type="checkbox"/> 角色演練             |
|  |   | <input type="checkbox"/> e化教學             |
|  |   | <input type="checkbox"/> 其他               |

Text book: Marketing Management an Asian Perspective( fifth edition) by Philip Kotler al.,

Reference books:

1. Marketing Management(fourth edition) by Russell S. Winer and Ravi Dhar.
2. Marketing Management (seventh edition) by Peter and Donnelly.
3. Driven by David Kiley.
4. Howard Schultz with Joanne Gordon.
5. Michael Lewis Money Ball.
6. The Myth of Market Share by Richard Miniter.
7. What Would Google do by Jeff Jarvis.
8. The Southwest Airlines Way by Jody Hoffer Gittel.
9. The Starbucks Experience by Joseph A. Michelli.

Reading books:

1. Rohit Deshpande and John U. Farley, "Measuring Market Orientation: Generalization and Synthesis." Journal of Marketing Management, 1998, pp. 213-232.
2. Michael E. Porter and Mark R. Kramer, "Strategy and Society: The Link between Competitive Advantage and Corporate Social Responsibility." Harvard Business Review, December 2006, pp. 78-92.
3. C. K. Prahalad and Gary Hamel, "The Core Competence of the Corporation." Harvard Business Review, May-June 1990, pp. 79-91.
4. Michael E. Porter, "What is Strategy?" Harvard Business Review, November-December 1996, pp.61-78.
5. Christine Moorman, Gerald Zaltman, and Rohit Deshpande, "Relationship Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations." Journal of Marketing Research, August 1992, 29, pp. 314-328.
6. Norman Dalkey and Olaf Helmer, "An Experimental Application of the Delphi Method to the Use of Expert." Management Science, April 1963, pp. 458-467.
7. Werner J. Reinartz and V. Kumar, "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration." Journal of Marketing, January 2003, 67, pp. 77-99.
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10. Chris Janiszewski and Stiju M. J. Osselaer, "A Connectionist Model of Brand-Quality Association." Journal of Marketing Research, August 2000, pp. 331-351.
11. Frederick E. Webster Jr. and Kevin Lane Keller, "A Roadmap For Branding in Industrial Markets." Journal of Brand Management, May 2004, 11, pp. 388-402.
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13. Tefik Dalgic and Maarten Leeuw, "Niche Marketing Revisited: Concept, Applications, and Some European Cases." European Journal of Marketing, 1994, 28 (4), pp. 39-55.
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17. Venkatesh Shankar, Gregory S. Carpenter, Lakshman Krishnamurthi, "Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers." Journal of Marketing Research, February 1998, 35, pp. 54-70.

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19. Jose Antonio Rosa, Joseph F. Porac, Jelena Runser-Spanjol, and Michael S. Saxon, "Sociocognitive Dynamics in a Product Market." *Journal of Marketing*, 1999, 63, Special issue, pp. 64-77.
20. Some of these bases are discussed in David A. Garvin, "Competing on the Eight Dimensions of Quality." *Harvard Business Review*, November-December 1987, pp.101-109.
21. Linda Hellofs and Robert Jacobson, "Market Share and Customer's Perceptions of Quality: When Can Firms Grow Their Way to Higher Versus Lower Quality?" *Journal of Marketing*, January 1999, 63, pp. 16-25.
22. Robert Bordley, "Determining the Appropriate Dept and Breath of a Firm's Product Portfolio." *Journal of Marketing Research*, February 2003, 40, pp. 39-53.
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26. Tammo H.A. Bijmolt, Harald J. Van Heerde, and Rik G.M. Pieters. "New Empirical Generalizations on the Determinants of Price Elasticity." *Journal of Marketing Research*, May 2005, 42, pp. 141-156.
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42. Carrie La-Ferle, Steven M. Edwards, and Yukata Mizuno, "Internet Diffusion in Japan: Cultural Considerations." *Journal of Advertising Research*, 2002, 42(2), pp. 65-79.
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49. Craig N. Smith, "Corporate Social Responsibility: Whether or How?" *California management Review*, Summer 2003, 45(4), pp. 52-76.
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二、參考書目  
(Reference)

【符合教學目標之參考書目】

Strategy and Corporate Philanthropy.” Journal of Marketing, 1988, 52, pp. 58-74.  
 51. Stephen Hoeffler and Kevin Lane Keller, “Building brand Equity through Corporate Societal Marketing.” Journal of Public Policy and Marketing, Spring, 21(1), pp. 78-89.

三、教學進度 <b>(Syllabi)</b> [符合教學目標之教學進度]	2012/2/20	Defining Marketing for 21st Century. Developing Market Strategies and Plans	黃萬傳
	2012/3/5	Gathering Information and Scanning the Environment. Conducting Marketing	黃萬傳
	2012/3/12	Creating Customer Value, Satisfaction, and Loyalty. Analyzing Consumer Markets.	黃萬傳
	2012/3/19	Analyzing Business. Markets. Identifying Market Segments and Targets.	黃萬傳
	2012/3/26	Creating Brand Equity. Crafting the Brand Positioning.	黃萬傳
	2012/4/2	Dealing with Competition. Setting Product Strategy.	黃萬傳
	2012/4/9	Designing and Managing Services. Developing Pricing Strategies and Programs.	黃萬傳
	2012/4/16	期中考	黃萬傳
	2012/4/23	Designing and Managing Marketing Channels and Value Networks. Managing Retailing, Wholesaling, and Logistics.	黃萬傳
	2012/4/30	Designing and Managing Integrated Marketing Communications.	黃萬傳
	2012/5/7	Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations.	黃萬傳
	2012/5/14	Managing Personal Communications: Direct Marketing and Personal Selling.	黃萬傳
	2012/5/21	Introducing New Market Offerings.	黃萬傳
	2012/5/28	Tapping into Global Markets	黃萬傳
	2012/6/4	Managing a Holistic Marketing Organization.	黃萬傳
	2012/6/11	分組報告	黃萬傳
	2012/6/18	期末考	黃萬傳

評量方式	分數	評量方式	分數
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<input type="checkbox"/> 隨堂筆試測驗	0	<input type="checkbox"/> 期末筆試	0
<input type="checkbox"/> 小組作業	0	<input type="checkbox"/> 期中報告	0
<input type="checkbox"/> 服務日誌	0	<input checked="" type="checkbox"/> 期末報告	20
<input type="checkbox"/> 口試	0	<input type="checkbox"/> 專題報告	0
<input checked="" type="checkbox"/> 個人上台報告	20	<input type="checkbox"/> 實作作品與反思	0
<input checked="" type="checkbox"/> 小組上台報告	20	<input type="checkbox"/> 前後測比較進步與成長	0
<input checked="" type="checkbox"/> 出席狀況	15	<input checked="" type="checkbox"/> 課堂參與與表現	10
<input type="checkbox"/> 心得與反思報告	0	<input type="checkbox"/> 其他	0

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