

重新查詢

友善列印

### 0981學期 課程基本資料

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	陳永信	開課期間	一學年之上學期
人數上限	20 人	已選人數	17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02節  
第1週 / 第18週 / A115 / 星期1第03節  
第1週 / 第18週 / A115 / 星期1第04節

請各位同學遵守智慧財產權觀念；請勿非法影印。

### 教學綱要

- 一、教學目標(Objective)
- (1)Make students comprehend the holistic perspective of marketing management. (2)Understand business functions to cultivate holistically – developed excellent managers. (3)Cultivate managerial personnel who can bridge theory and practice by a group of experienced professors.
- 二、先修科目(Pre Course)
- 三、教材內容(Outline)
- 書名:Marketing Management in China, 1st ed., 2009 作者:Philip Kotter, Kevin Lane Keller, Taihon Lu  
出版社:Prentice Hall
- 四、教學方式(Teaching Method)
- Lecture and case study.
- 五、參考書目(Reference)
- 書名:Global Marketing Management, 4th ed.  
2008  
作者:Massaki Kotabe, Kristiaan Helsen  
出版社:John Wiley & Sons Inc.
- |            |  |     |
|------------|--|-----|
| 2009/9/21  | Understanding Marketing for the 21st century. Case: Coca-Cola.                   | 陳永信 |
| 2009/9/28  | Examining the Infrastructure for Marketing Management. Case: Budweiser.          | 陳永信 |
| 2009/10/5  | Scanning the Marketing Environment and Capturing Markets. Case: Vanke Group Ltd. | 陳永信 |
| 2009/10/12 | Creating Customer Value and Customer Relationship. Case: Yum ! China.            | 陳永信 |
| 2009/10/19 | Analyzing Consumer Markets. Case: Tide in China(P&G)-Diao's Challenge.           | 陳永信 |

六、教學進度(Syllabi)

2009/10/26	Analyzing Business Markets. Case: How Wal-Mart Does Purchasing in China.	陳永信
2009/11/2	Identifying Market Segments and Targets. Case: Future Cola.	陳永信
2009/11/9	Creating Positioning and Dealing with Competition. Case: Baidu's Challenge for Google.	陳永信
2009/11/16	Mid-term Test	陳永信
2009/11/23	Building Brand Equity. Case: Procter & Gamble.	陳永信
2009/11/30	Setting Product Strategy. Case: Toyota	陳永信
2009/12/7	Designing and Managing Services. Case: HSBC	陳永信
2009/12/14	Developing Pricing Strategies and Programs. Case: Galanz's Strategy of Low-Priced Competition.	陳永信
2009/12/21	Designing and Managing Integrated Marketing Channels. Case: Amazon.	陳永信
2009/12/28	Managing Retailing, Wholesaling, and Logistics. Case: Gome	陳永信
2010/1/4	Designing and Managing Integrated Marketing Communication. Case: Nike.	陳永信
2010/1/11	Managing Personal Communication: Direct and Interactive Marketing, Word-of-Moth, and Personal Selling. Case: Phoenix Satellite TV	陳永信
2010/1/18	Final Test	陳永信

七、評量方式(Evaluation)

Mid-test 50%, Final test 50%

八、講義位址(http://)

<http://elearn.asia.edu.tw/icanxp/>

九、教育目標

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