

[重新查詢](#)[友善列印](#)**0981學期 課程基本資料**

系所 / 年級	經管系博士班 1年級	課號 / 班別	98D00003 / A
學分數	3學分	選 / 必修	選修
科目中文名稱	行銷專題	科目英文名稱	Special Topics on Marketing
主要授課老師	李培齊	開課期間	一學年之上學期
人數上限	20 人	已選人數	3人

起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / A206 / 星期2第05節
第1週 / 第18週 / A206 / 星期2第06節
第1週 / 第18週 / A206 / 星期2第07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)	<p>This is a doctoral seminar on theory and research in marketing management. Consequently, this course presents an overview and introduction into the marketing management literature; focuses on both the content and process of extant research. We will focus on a number of topics, including the development of relevant schools of thoughts, theoretical paradigms, methods, “mainstream” themes, current topics, and future directions. The over-riding pedagogical objective is to sharpen your abilities to conduct or critique research works done in the field of marketing management. Upon satisfactory completion of the course, each participant should be able to achieve the following: 1. Integrate discipline-based knowledge through the analysis of various research articles which require conceptual understanding and quantitative methods to make contributions to the development of marketing management theory. 2. Utilize modern theories and methods designed to answer the three fundamental questions in the field of marketing management: (1) what should we be doing? (2) what can we do?, and (3) what do we want to do? 3. Confidently evaluate contemporary contributions to theories and research in the field of marketing management. 4. To be able to develop the skills necessary to evaluate, critique, and contribute to the academic field of marketing management.</p>
二、先修科目(Pre Course)	None
三、教材內容(Outline)	<p>There will be no required textbooks for this course; the major class materials are selected articles appeared in academic journals.</p> <p>As in any seminar course, the participants must take the responsibility for the success of the class. Participants are expected to carefully read each article in the course and think about the theoretical constructs and/or research design. I will present some views, but it is vital to the course and to your development that the class is able to hear a great deal about what you think. Your participation should not just convey that you have “read the articles”, that is assumed. Rather, your participation should convey that you have thought deeply about the readings, the theory and methods used in them, and how the authors have conveyed the research. Your contribution to this course could happen in the following formats: (a) a concise summary of the major arguments of the paper. (b) a discussion of the paper’s relevance or significance to the topic discussed. (c) a critique on the</p>
四、教學方式(Teaching)	

Method) paper's strengths and weaknesses in terms of quality of argument, novelty of perspective, insight, relevance to real life problems etc. (d) a proposition of any new perspective, hypothesis or concepts that is suggested by the reading of the paper. (e) an evaluation of the contribution of the paper to the knowledge in the field. (f) any suggestions for improving the paper, in terms of (but not limited to) conceptualization, methodology and presentation. Participants need to write a short summary or their critique of each article to hand out to other class members. All discussions are initiated on voluntary basis. The instructor, however, would randomly call on participants to make contributions to the class if no one volunteers.

五、參考書目(Reference)

1. Hunt, Shelby D.(1991) Modern Marketing Theory--Critical Issues in the Philosophy of Marketing Science
2. Sheth Jaddish N. & Garrett Dennis E. (1986) Marketing Theory: Classic and Contemporary Readings

六、教學進度(Syllabi)

2009/9/15	A scope of marketing	李培齊
2009/9/22	Requirements of marketing theory	李培齊
2009/9/29	Marketing and science	李培齊
2009/10/6	History of marketing thoughts	李培齊
2009/10/13	General theories of marketing	李培齊
2009/10/20	Consumer buying behavior	李培齊
2009/10/27	Distribution	李培齊
2009/11/3	Theory of pricing	李培齊
2009/11/10	Retailing	李培齊
2009/11/17	Theory of promotion	李培齊
2009/11/24	Global marketing	李培齊
2009/12/1	Theory of branding	李培齊
2009/12/8	Marketing research	李培齊
2009/12/15	Internet marketing	李培齊
2009/12/22	Research presentation	李培齊
2009/12/29	Research presentation	李培齊
2010/1/5	Research presentation	李培齊
2010/1/12	Research presentation	李培齊

七、評量方式(Evaluation)

Either a conceptual paper or a research proposal drawing on an issue covered in or related to the course will be required of the participant. The conceptual paper must demonstrate a broad knowledge of the literature, an ability to integrate the literature, and propose a novel research idea or conceptual insight. The research proposal would require connecting a question derived from theory or prior literature, with an empirical setting where the question might be studied and a well argued empirical approach by which the question can be studied. All papers and research proposals are to be presented to the whole class in the end of the semester. Final exam will be given in the examination week. The exam will evaluate your knowledge about the general conception of "strategy" as well as the research methodologies that could help, or sometimes discourage, researchers build up scientific knowledge in the field of marketing management.

八、講義位址(http://)

九、教育目標

重新查詢