

國立中正大學企業管理碩士班課程

MBA Program/MSc Program
Department of Business Administration
NATIONAL CHUNG CHENG UNIVERSITY
Feb-June 2026

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Department	Department of Business Administration
Course Name	數位時代下之通路創新與管理 Channel Innovation & Management in the Digital Age
Course Code	5455077 5205243
Instructor	Name: 游蓓怡 Dr. Annie P. Yu E-mail: annieyu@ccu.edu.tw Phone: 34323 課程時間 Class Hour: 9:10~12:00, Every Wednesday 研究室 Office: Management Hall Room 441
Location/Time	管理學院 Management Hall, Room 427
Prerequisites	Marketing Management
Course Description	<p>「行銷通路」被認為是行銷策略當中，讓企業能維持競爭優勢中，重要的一環。而隨著數位時代下各式新科技的興起（例如 AI，AR/VR 及大數據及平台），讓企業在設計通路系統當中，不僅帶來許多新的機會，同時也帶來許多挑戰。本課程主要在探討數位時代下之通路創新及管理，課程內容涵蓋當代通路建構、設計，規劃與程序等相關議題。在十八週的課程當中，將由傳統通路系統出發，分析及比較通路系統的變革，並探討多元通路中之「全通路系統」所帶來的機會與挑戰。課程探討的議題包括：</p> <ol style="list-style-type: none">1. 數位時代下之策略行銷通路的本質、組織結構、通路的機能與通路關係2. 通路創新與變革對物流系統及通路伙伴的影響。3. 零售通路的變革與創新4. 行銷通路績效的管理與衡量5. 行銷權力、衝突與合作6. 新興通路的興起、平台經濟、國際通路的開發與經營，灰色市場行銷以及企業社會責任與永續。 <p>本課程配合本校 USR 計畫之執行，藉由帶著同學實地探訪鄰近阿里山特富野部落，與咖啡、蜜園農莊小農之合作與交流，將商業知識帶入並實踐，落實永續發展的學習與應用。</p>

	<p>Goods and services are produced and delivered through a number of stages, regardless of whether they are sold to individual consumers or corporate/organizational buyers. 'Marketing Channels' are considered one of the most critical factors for firms designing effective marketing strategies to obtain sustainable competitive advantages over competitors.</p> <p>In an increasingly competitive digital age, where margins and profits are under ever more tremendous pressure, the effective and efficient management of these channels is central to the performance of different supply chain partners, including manufacturers, distributors, wholesalers, retailers, and specialized logistics agencies. During the era of digitalization, the emergence of new technologies has introduced new opportunities to form business models and new challenges in transforming old channel systems.</p> <p>This course provides a comprehensive introduction to designing, developing, and maintaining effective relationships among channel members, especially in the digital age. Several issues will be addressed through a number of lectures:</p> <ol style="list-style-type: none"> 1. Introduction to strategic marketing channels management: structure, functions, and relationships; including the concept of the omni-channel ecosystem. 2. The design, organization, and control of marketing channels; including channel innovation. 3. Channel logistics/supply chain management and international partnerships. 4. Retail product management. 5. Assessing marketing channel performance. 6. Other contemporary important channel issues: these include pricing through the channel, trade promotions, grey marketing, consumers' omni-channel behavior, and corporate social responsibility.
Course Objective	<ol style="list-style-type: none"> 1. 讓學生了解通路的結構與管理 2. 培養同學閱讀最近國際行銷通路相關文獻的能力 3. 讓同學透過與阿里山特富野部落小農的合作，了解實務的運作與實踐 <ol style="list-style-type: none"> 1. To provide insights into the nature of channel structure and management. 2. To strengthen students' ability to search and read academic articles. 3. To develop students' ability to evaluate and analyze problems, and provide actionable suggestions, through cooperation with farmers from Tfuya, Alishan.

Course Materials	指定教材及閱讀資料 Selected reading materials will be offered in class.			
Course Web				
Reference	Textbook: Palmatier, Sivadas, Stern, and El-Ansary (2020), <i>Marketing Channel Strategy</i> , 9 th Edition, Pearson			
Evaluation	■ Personal Homework	20%	Oral Presentation	Bonus +5
	■ Mid-Term Test	20%		
	■ Group Task 1	25%		
	■ Group Task 2	25%		
	■ Participation	10%		
Assessment	1. 課程評量共有個人作業、期中考試及二次團隊報告。個人作業為就指定閱讀文章，進行評論及撰寫心得（五頁以內），並上台做簡報（Optional），。 2. 期中考試：理論及專有名詞之理解與應用 3. 團隊報告一：各組在參訪後，進行阿里山特富野小農市場通路問題分析（各組完成的 20 分鐘的簡報） 4. 團隊報告二：阿里山特富野小農數位行銷通路設計、規劃及實踐。同學將以 Podcast，直播影片或 Vlog 的形式，來呈現成果。 1. Assignment: The individual assignment involves commenting on and writing reflections about the suggested readings, and, optionally presenting a brief presentation in the class. 2. Midterm Exam: Students are required to answer four short essay questions within a three-hour timeframe. This assessment is designed to tests their theoretical and practical understanding of the course material. 3. Group Project 1: Following a field trip, each group will conduct a channel analysis. This will include a 20-minute presentation and the submission of their detailed slides. 4. Group Project 2: Building upon the action plan outlined in Project 1, each group is required to develop a digital marketing channel proposal and implement it in practice. The presentation of their ideas should be creatively executed through formats such as Podcasts, live streaming videos, or Vlogs.			
Important Notes and Policies	1. 第一次上課即是正式上課，課堂會分組，欲加簽課程的同學也請在第一次上課出席。 2. 鼓勵同學全勤，若需要請假，除了最好能事先和老師說明外，請在 <u>一個月內</u> 提正式假單銷假。課程中會抽點同學發言，或隨機抽點擔			

	<p>任課前分享報告者或小組討論導言人，若抽到不在場，視同未出席。若全學期缺席四次以上（含四次），且無提正式假單銷假者，學期成績扣二十分。</p> <p>3. 課程中會採用Google Classroom互動教學平台，課程討論及課後作業亦會延伸至課後，線上與線下交錯模式，請同學隨時注意課程的相關訊息，<u>按規定時間</u>完成課程作業。鼓勵同學線上線下自主參與學習，參與互動討論，依參與程度（頻率及品質）予以加分肯定。</p> <p>4. 同學應在所公佈的截止日期前提交所有課程作業。除了因不可抗力之因素而遲交可延期繳交外，遲交者該項成績將扣分20%。</p> <p>5. 本學期評量包含個人成績及團隊成績。學期末會有小組自評互評機制，依結果調整個人團隊部分成績。其他請詳見課程規定。</p> <p>1. The first lecture is the formal class. It means all students enrolled in the course are supposed to attend. The students who want to sign up for the course should also attend the first course. Students who miss the first class will not be assigned to a group. After the second class, the professor will ask students who failed to attend the first class to withdraw. The professor reserves the right to approve students' requests to sign up for the course. Please keep in mind!</p> <p>2. Students are expected to attend classes regularly. If students need to take a day off, please request a leave from your instructor in advance and submit a formal leave document <u>within one month</u>. During the lecture, the instructor will invite students randomly to voice their views, share their opinions to the selected topic, or give a presentation representing their groups. <u>TWENTY marks deduction will be granted in the final course evaluation</u> for students who got over <u>FOUR</u> absences (including four) with no formal leave documents submitted.</p> <p>3. Google Classroom, an interactive e-teaching platform, will be utilized for this course. Course discussions and assignments will extend beyond the classroom, taking place in both online and offline modes. Students are urged to regularly check the platform for important course information posted by the instructor and to complete assignments and quizzes within the set deadlines. Active participation in online and offline learning, as well as in interactive discussions, is highly encouraged. Extra points will be awarded by the professor based on the students' efforts in the course, such as the frequency and quality of their participation.</p>
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	<p>4. Students are expected to submit all coursework by the published deadline, after which 20% of the essay mark will be deducted for late submission. Suppose students experience something that prevents them from attending the course or meeting a deadline that is sudden, unexpected, significantly disruptive, and beyond their control. In that case, they may be granted an extension. In this case, there is no penalty for this situation.</p> <p>5. The course assessment includes individual and teamwork performance. At the end of the semester, there will be a self-evaluation and mutual evaluation mechanism for the group, which will adjust the grades based on the evaluation.</p>
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CLASS SYLLABUS

Week	Date	Content	Case/Activity/Assignment
1.	2/25	Course Orientation	
2.	3/4	Topic 1: The Omni-Channel Ecosystem in the Digital Era.	
3.	3/11	Introduction of strategic marketing channels management: structure, functions, and relationships	Paper 1
4.	3/18	Topic 2: The design, organization, and control of marketing channels and channel innovation	
5.	3/25		Paper 2
6.	4/1	Guest Speaker Lecture, Field Trip (TBA)	
7.	4/8	Public Holiday, No Class	Paper 3
8.	4/15	Topic 3: Channel logistics/supply chain management and international partnership	Paper 4
9.	4/22	Mid-Term	
10.	4/29	Group Project 1	
11.	5/6		
12.	5/13	Topic 4: How to manage channel: Power, conflict & collaboration	
13.	5/20	Case Study 1	
14.	5/27	Topic 5: Channel Integration: Smart Retailing, Franchising, and Omni Channel.	Paper 5
15.	6/3	Case Study 2	Paper 6
16.	6/10	Independent Study	
17.	6/17	Group Project Presentation 2	

18.	6/25	Independent Study & Final Project Submission	
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Suggested Reading List:

1. Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital Transformation: A Multidisciplinary Reflection and Research Agenda. *Journal of Business Research*, 122, 889-901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
2. Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174-181.
3. Saghri, S., Wilding, R., Mena, C., & Bourlakis, M. (2017). Toward a three-dimensional framework for omni-channel. *Journal of Business Research*, 77, 53-67.
4. Song, G., Song, S., & Sun, L. (2019). Supply chain integration in omni-channel retailing: a logistics perspective. *The International Journal of Logistics Management*.doi:10.1108/ijlm-12-2017-0349
5. Verma, S., Sharma, R., Deb, S., & Maitra, D. (2021). Artificial intelligence in marketing: Systematic review and future research direction. *International Journal of Information Management Data Insights*, 1(1), 100002.doi:10.1016/j.jjime.2020.100002
6. Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2021). Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research. *Industrial Marketing Management*, 98, 161–178.doi:10.1016/j.indmarman.2021.08.006

Case Studies

1. San Francisco Coffee House: An American Style Franchise in Croatia Author: [Ilan Alon](#), [Mirela Alpeza](#) , [Aleksandar Erceg](#) (Product Number: 9B08A013)
2. Amway in China (A): A New Business Model Author: [David Tan](#), [Justin Tan](#) (Product Number: 9B04M035)