

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 2023-June 2024

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Department	Department of Business Administration
Course Name	行銷策略與消費者趨勢動態分析 Marketing Strategy and Dynamic Analysis of Consumer Trends
Course Code	112_2_520A650_01
Instructor	Name: 莊世杰 Prof. Shih-Chieh Chuang bmascc@gmail.com 游蓓怡 Dr. Annie P. Yu E-mail: annieyu@ccu.edu.tw 課程時間 Class Hour: 8:10~12:00, 雙週週六 Saturday (bi-weekly)
Location/Time	管理學院 Management Hall, Room 442
Course Description	行銷策略與消費者趨勢動態分析課程的主要目的是探討市場趨勢與分析，並了解如何制定有效的行銷策略以應對這些趨勢。課程內容將涵蓋以下幾個重點： <ul style="list-style-type: none">市場環境及趨勢分析：了解市場分析工具及如何識別並解讀市場中的各種趨勢消費者行為研究：學習消費者行為的重要理論，並深入了解消費者的需求、偏好和購買決策過程，並學會如何透過市場調查收集這些資訊。行銷策略規劃：基於市場趨勢和消費者行為分析，學習如何制定有效的行銷策略，包括市場定位、品牌建立、廣告推廣等。數據分析與應用：了解當前數據分析之工具，並學習如何將數據洞察應用於行銷策略中。案例研究：透過實際案例的分析，了解不同企業是如何應對市場變化，以及他們的行銷策略如何成功或失敗。 "Marketing Strategy and Consumer Trend Analysis" is a course to explore market trends and analysis, and to understand how to develop effective marketing strategies to address these trends. The course content will cover the following key points: <ul style="list-style-type: none">Market Environment and Trend Analysis: Understand market analysis tools and how to identify and interpret various trends in the market.

	<ul style="list-style-type: none"> • Consumer Behavior Research: Learn important theories of consumer behavior, gain a deep understanding of consumer needs, preferences, and purchasing decision processes, and learn how to collect this information through market research. • Marketing Strategy Planning: Based on market trends and consumer behavior analysis, learn how to develop effective marketing strategies, including market positioning, brand building, advertising promotion, etc. • Data Analysis and Application: Understand current tools for data analysis and learn how to apply data insights in marketing strategy. • Case Studies: Through the analysis of real cases, understand how different companies respond to market changes and how their marketing strategies succeed or fail.
Course Objective	<p>本課程目標：</p> <ol style="list-style-type: none"> 1. 增強學生市場洞察力 2. 深入了解消費者 3. 掌握行銷策略規劃 4. 實踐案例分析能力 <p>The objectives of this course are to:</p> <ul style="list-style-type: none"> • enhance students' market insight: To strengthen the students' ability to perceive and understand market trends and dynamics. • obtain deepen understanding of consumers: To provide an in-depth understanding of consumer behavior, preferences, and decision-making processes. • master marketing strategy planning: To equip students with the skills to develop and implement effective marketing strategies. • develop practical case analysis skills: To develop students' ability to analyze real-world cases and apply learned concepts in practical scenarios.
Course Materials	<p>參考書籍：</p> <ol style="list-style-type: none"> 1.曾光華，消費者行為：洞察生活、掌握行銷，前程文化。 2.林呈昱，行銷研究：大數據與傳統行銷工具的結合，華泰出版 <p>個案討論：</p> <ol style="list-style-type: none"> 1.李素箱，林有志，徐暉亭及鄭江宇，千光川社-走過必留下痕跡之網路流量秘辛。光華管理個案（1-13016-11） 2.林呈欣、段逸君、林芬慧及葉淑娟，舊振南-新冠疫情重創下，百年老店數位展新機。光華管理個案（1-23015-11）

Evaluation	■ 課堂參與 Participation	40%		
	■ 課案討論 Case Study	30%		
	■ 期末報告 Final Report	30%		

CLASS SYLLABUS

Week	Date	Content
1.		
2.		行銷策略概論 Introduction of Marketing Strategy <ul style="list-style-type: none"> • 行銷基本概念 Basic Concepts of Marketing • 策略行銷的框架和流程 Framework and Process of Strategic Marketing • 市場環境分析 Market Environment Analysis
3.		
4.		消費者行為理論與分析 Consumer Behavior Theories and Analysis <ul style="list-style-type: none"> • 消費者決策過程 Consumer Decision-Making Process • 消費者心理學與行為模式 Consumer Psychology and Behavioral Patterns • 文化、社會和個人因素對消費行為的影響 Influence of Cultural, Social, and Personal Factors on Consumer Behavior
5.		
6.		市場趨勢與預測 Market Trends and Forecasting <ul style="list-style-type: none"> • 趨勢分析方法和工具 Trend Analysis Methods and Tools • 預測市場變化和消費者趨勢 Forecasting Market Changes and Consumer Trends • 數據驅動的市場洞察 Data-Driven Market Insights
7.		
8.		數位行銷與社群媒體策略 Digital Marketing and Social Media Strategy <ul style="list-style-type: none"> • 數位行銷策略的發展與實施 Development and Implementation of Digital

		<p>Marketing Strategies</p> <ul style="list-style-type: none"> 社群媒體在行銷中的角色 Role of Social Media in Marketing 數位內容與品牌建立 Digital Content and Brand Building
9.		
10.		<p>全球市場策略與跨文化行銷 Global Market Strategy and Cross-Cultural Marketing</p> <ul style="list-style-type: none"> 全球市場分析與策略 Global Market Analysis and Strategy 跨文化行銷的挑戰與策略 Challenges and Strategies in Cross-Culture Marketing 國際品牌建立與管理 International Brand Building and Management
11.		
12.		<p>創新行銷技術與工具 Innovative Marketing Techniques and Tools</p> <ul style="list-style-type: none"> 行銷自動化和技術創新 Marketing Automation and Technological Innovation: 多元通路和全通路行銷 Omnichannel and Multichannel Marketing 大數據和人工智慧在行銷中的應用 Big Data and Artificial Intelligence in Marketing
13.		
14.		個案討論（一） Case Study I
15.		
16.		個案討論（二） Case Study II
17.		
18.		期末報告 Final Report & Oral Presentation