

行銷管理
Marketing Management
2026-2027

Version 1 (202608)

開課系所 Department	企業管理學系 Department of Business Administration	必選修	必修 Compulsory
課程名稱 Course Name	行銷管理 Marketing Management	Credits 學分數	3
講授代碼 Course Code	5202001		
講授教師 Course Instructor	授課教師 Instructor: 游蓓怡 Dr. Annie P. Yu 電子信箱 Email: annieyu@ccu.edu.tw 連絡電話 Phone: (05)272-0411 ext. 34323 教師辦公室 Office: 管理學院 440 Management Hall Room 440		
地點/時間 Location/ Time	管理學院 454 教室 College of Management R454 每週三 789 節 13:10~16:00 Every Wednesday		
先修課程 Prerequisites	企業概論 Introduction to Business 管理學 Management		
課程概述 Course Description	本課程主要向同學介紹行銷管理基本概念及實務。課程涵蓋當代行銷管理議題： •顧客導向行銷概念 •行銷市場環境分析及規劃 •市場區隔，找到目標市場及市場定位 •發展行銷策略（產品策略/定價策略/通路策略/推廣策略） •未來行銷發展趨勢 本課程除教師授課外，還包括小組實務專題報告和個案討論，以提高同學分析及溝通能力。 本課程配合教育部大學社會責任計畫實施，與阿里山特富野部落小農合作，進行小組實務專題，以將所學融入實務專案中，培養在地關懷的精神，融入 SDGs 目標於課程之中。本課程同時列入跨領域學程-創意創新創造創業學分學程科目。 The purpose of the course is to provide an understanding of theories and practices about marketing management so that students can understand how companies develop their marketing strategy and what marketers usually do to meet their goals.		

	The course is structured around the critical important marketing process. Several issues will be addressed via several lectures: • Customer-oriented marketing concept • Marketing environment analysis and planning • Segmentation, targeting, and positioning • Marketing strategy development (product strategy/pricing strategy/ channel strategy/promotion strategy) • Future marketing trends (such as digital marketing, omni-marketing channels, and social commerce) The course also includes group projects and case studies to improve students' analysis and communication skills. The course responds to the implementation of the University Social Responsibility Scheme for the Ministry of Education and includes in the University's "Creativity, Innovation, Ingenuity and Entrepreneurship Program." We cooperate with individual farmers from Alisan Tfuya. Through group projects, students will use the knowledge learned from the course to solve real marketing problems, develop their understanding of the environment and achieve the SDGs.
課程目標及核心能力 Course Objective	1. 增進學生對於行銷環境的洞察，包含文化、經濟，科技環境等觀點。 2. 強化同學溝通技巧 3. 強化同學獨立作業的能力 1. To provide students insights into current marketing issues and demonstrate international views in terms of cultural, economic, and technology environmental perspectives. 2. To enhance students' communication skills. 3. To enhance students' ability to work independently.
教學方法 Teaching Method	☒ 講述 ☒ 小組討論 ☐ 演式法 ☒ 問題導向學習 ☐ 個案研究 ☐ 網路教學 ☐ 實驗法 ☐ 其它
指定教材 Course Materials	Armstrong and Kotler (2020), Marketing: An Introduction, 14th Edition, Pearson (華泰書局代理) 請遵守智慧財產權觀念。不得非法影印教科書。 Please respect the intellectual property rights. Do not photocopy the textbook illegally.
教學資源 Teaching Resources	Google Classroom Code:
Reference 參考資料/參考書	曾光華(2020), 行銷管理，理論解析與實務應用，8版，前程文化

評量方式 Course Evaluation	課程參與 Participation	5%	Group Task1	15%
	作業	10%	Final Group Project (Presentation written report)	30%
	期中考 Midterm exam	20%	創新創業護照 2.0 活動 完成五場講座活動並 繳交心得一頁做為證明 參加競賽	Bonus +3 分 +5 分
	期末考 Final exam	20%		
與 SDGs 目標的關聯 Related to objectives of SDGs	☐SDG 1 終結貧窮 ☐SDG 2 消除飢餓 ☐SDG 3 健康與福祉 ☒SDG 4 優質教育 ☐SDG 5 性別平權 ☐SDG 6 淨水及衛生 ☐SDG 7 可負擔的潔淨能源 ☒SDG 8 合適的工作及經濟成長 ☐SDG 9 工業化、創新及基礎建設 ☐SDG 10 減少不平等 ☐SDG 11 永續城鄉 ☐SDG 12 責任消費及生產 ☐SDG 13 氣候行動 ☐SDG 14 保育海洋生態 ☐SDG 15 保育陸域生態 ☐SDG 16 和平、正義及健全制度 ☐SDG 17 多元夥伴關係			
Important Notes and Policies 附註及相關規定	- 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，若無出席而沒分到組，第二次上課後，老師會請沒被分到組的同學退選課程，請特別注意！ - 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。 - 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。 - 本學期評量包含個人成績及團隊成績。個人部分包含期中考、期末考及個人學習單作業。團隊部分包含小組討論及期末團體報告。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。 - 鼓勵同學參與創新創業基地「創新創業護照2.0」活動，詳請參考https://startupland.ccu.edu.tw/p/412-1249-3230.php?Lang=zh-tw - The first lecture is the official class, which requires the attendance of all enrolled students. During this session, we will organize students into groups. It is essential			

	for students intending to register for the course to be present during this initial class. Those who are absent from the first class will not be allocated to a group. Following the second class, students who did not attend the first class will be asked to withdraw from the course. This is an important reminder to all. 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 on 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. 3. The Google Classroom interactive E- teaching platform will be used in the course. Course discussion and assignments will also be extended after class, conducted online and offline. Please pay attention to the relevant course information posted by the instructor on the platform at any time and complete the course assignments and quizzes according to the prescribed time. Students are encouraged to participate actively in online/offline learning and join interactive discussions. The instructor will grant the students extra points according to their course efforts (e.g., frequency and quality). 4. The course assessment includes individual and teamwork performance. The personal part consists of the midterm exam, final exam and personal reflection. The team section provides group discussions and a final group project. 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. For other details, please refer to the course regulations. 5. Students are highly recommended to participate in Startup Land's activities. For more details, please refer to the information posted on https://startupland.ccu.edu.tw/p/412-1249-3230.php?Lang=zh-tw
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CLASS SCHEDULE

Week	Content	Note
1	Course Orientation 課程導覽 主題一：行銷：概念、顧客關係管理及價值 Topic 1: Marketing: Concepts, customer relationships and values	Grouping 分組
2	主題二：發展行銷策略、分析行銷環境、執行行銷研究與市場區隔、目標市場、市場定位 Topic 2: Developing marketing strategies, analyzing Marketing Environment, implementing marketing research and STP.	個人學習單：市場需求觀察單

3	Guest Speaker: 拉拉克斯莊園 汪志敏先生 講題: 阿里山特富野部落林下經濟與行銷	個人學習單: 鄒族文化與產品學習單
4	Field Trip: 特富野部落參訪	10/1 調課至 9/30 (二) 小組學習單: 田野觀察紀錄表
5	主題三: 消費市場及企業市場購買行為 Topic 3: Consumer buying behaviour and Business Buying Behavior	
6	主題四: 競爭者分析 Topic 4: Analyzing Competitors and Developing Competitive Strategy	
7	如何撰寫行銷企劃書 How to write a marketing proposal 小組學習單: 專案提案問題清單整理單	
8	Group Task 1: 特富野部落專案提案	個人反思日誌
9	Mid-Term Exam	
10	主題五: 產品策略 Topic 5: Products Strategy	
11	主題六: 品牌 Topic 6: Branding 個案討論: 賣油? 還是賣咖啡? 中油加油站品牌發展策略抉擇	
12	主題七: 定價策略 Topic 7: Pricing Strategy	
13	主題八: 行銷通路及配銷 Topic 8: Marketing Channels & Distribution	
14	主題九: 行銷溝通策略 Topic 9: Developing Marketing Communication Strategies	
15	Final Exam	
16	Final project presentation, 特富野專案期末成果發表	
17	Independent Study, No class. 自主學習	
18	Presentation Submissin, No Class. 特富野專案書面報告繳交	