

**企管／行銷碩士班**  
**零售管理**  
**Retailing Management**  
**Spring Term 2021**

Version 2 (202012)

開課系所 Department	企業管理學系 Department of Business Administration	必選修	選修 Elected
課程名稱 Course Name	零售管理 Retailing Management	Credits 學分數	3
講授代碼 Course Code	5455073_01 行銷所 5205218_01 企研所		
講授教師 Course Instructor	授課教師: 游蓓怡 Annie P. Yu 聯絡 email: annieyu@ccu.edu.tw Phone 連絡電話: 34323 Office 教師辦公室: 管理學院 440 Management Hall Room 440		
地點/時間 Location/Time	9:10~12:00, Every Thursday 管理學院 Management Hall 441		
先修課程 Prerequisites	行銷管理 Marketing Management		
課程概述 Course Description	<p>本課程為強調理論和實作結合，落實大學社會責任（USR）之課程。在十八週的課程中，同學除了修習零售管理重要概念之外，同學將分組分別負責與阿里山小農合作，應用課程所學之概念，協助小農依其需求，完成一系列包括市場分析、消費者洞察、產品組合規劃、包裝設計、成本結構及分析、產品組合與定價、產品上架、線上/線下行銷（例如：文案撰寫，直播銷售）及促銷活動等零售相關活動規劃與執行。課程當中邀請三家小農參與，同學組隊與其中一家小農配合，有機會可以藉由與小農的搭配，真實體驗零售開店（線上或線下）與銷售活動。課程將安排企業參訪、小農線上座談、課程期末將舉辦成果展，展示同學實作成果。最後一週將結算各組成績，優勝隊伍將獲得證書及課程獎勵。</p> <p>This course is a combination of theoretical studies and practice. In the 18-week course, in addition to learning important concepts in retail management, students will be divided into groups to cooperating with one of four coffee bean small farmers in Alishan. Students are expected to applying the concepts learned in the course to assist small farmers to deal with a series of marketing activities such as market analysis, consumer insights, conduct product portfolio planning, packaging design, cost structure and analysis, pricing, new product launches and online/offline marketing (e.g., social-networking community management and, live streaming selling) and sales promotion</p>		

	strategy planning. The course will arrange business visits, online seminars with small farmers, and an exhibition will be held at the end of the course to showcase students' practical achievements.			
課程目標及核心能力 Course Objective	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.			
指定教材 Course Materials	Levy, Weitz, and Grewal, Retailing Management, 10 <sup>th</sup> ed.			
課程網址 Course Web				
Reference 參考資料/參考書	1. 王曉鋒，張永強，吳笑一，零售4.0，天下文化。 2. 吳燦銘，網路行銷的12堂必修課，博碩文化。 3. 陳漢昇，電子商務一定要懂的16堂課，博碩文化。			
評量方式 Course Evaluation	小組任務一 Group Task 1 業主需求分析 Client Requirement Analysis	20%		
	小組任務二 Group Task 2 產品組合規劃和成本分析 product portfolio planning and cost analysis	20%		
	小組任務三 產品上架與商品銷售成果 Product launch and sales performance	20%		
	期末成果展 (客座評審評分) Final exhibition	40%		
Important Notes and Policies 附註及相關規定	1. 本課程為碩士班課程，並開放學士班大三大四同學上修。 2. 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！ 3. 本課程是極度需要熱忱參與的課程，因此若無法配合團隊合作或完成廠商合作項目，為避免衍生的問題及損害校譽，請同學不要選修。 4. 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。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。 5. 學期末會有小組自評互評機制，依結果調整個人成績。 1. This course is postgraduate level program. Undergraduate students in their junior and senior year are also welcomed.			

	<p>2. The first lecture is the formal class. It means all students who have enrolled or intend to join the course are supposed to attend their first class. If students miss the first class, they would not be assigned to a group. After the second class, students who failed to attend the first class will be asked to withdraw the course. Please keep in mind !</p> <p>3. This course requires students' highly enthusiastic participation and commitment for high standard evaluation. If you cannot cooperate and with the team members, complete all the missions allocated from our business partners over the semester, please do not enroll in this course.</p> <p>4. 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 <b><u>within one month</u></b>. 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. <b><u>TWENTY marks deduction will be granted in the final course evaluation</u></b> for students who got over <b><u>FOUR</u></b> absences (including four) with no formal leave documents submitted.</p> <p>5. 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.</p>
--	---

合作小農：

他扶芽 tfu'ya 有機農園 <https://www.facebook.com/tafuya.283>

拉克斯莊園 <https://www.facebook.com/lacushoney>

奎咖農莊 <https://www.facebook.com/goodqk>

## CLASS SCHEDULE

Week	Date	Content	Note
1	2/25	課程介紹 Course orientation 團隊建立 Group Building	Grouping 分組
2	3/4	零售商類型及全零售通路系統 Types of Retailers and Omni Channel Retailing Introduction of our project ( <b><u>Meet our business partners</u></b> )	Chapter 2 and 3
3	3/11	消費者洞察 Consumer Insights study Task 1: Client requirements Analysis	Ch4
4	3/18	零售策略 Retailing Strategy	Ch5
5	3/25 3/26	財務策略 Financial Strategy Task 2: 產品組合規劃和成本分析 product portfolio planning and cost analysis 3/26 Field trip	Ch6
6	4/1	春假 Spring Holiday, No Class	
7	4/8	商圈選址及立地評估 Retail location and site location evaluation	<b>Task 1 Submission</b>
8	4/15	商圈選址及立地評估 Retail location and site location evaluation	
9	4/22	商品管理與規劃 Managing the merchandise planning Task 3: 產品上架與商品銷售成果 Product launch and sales performance	Ch11 Task 2 submission
10	4/29	Buying merchandise	Ch12
11	5/6	Retail pricing	Ch 13
12	5/13	電子商務與網路行銷 Electronic Commerce and Internet Marketing 網紅空間介紹與使用	
13	5/20	人力資源管理及商店管理 Human Resources and Managing the store	Ch15
14	5/27	商店展示、設計及視覺管理 Store layout, Design and Visual Merchandising	Ch 16
15	6/3	小組 Presentation: 產品上架與試賣直播及促銷活動	
16	6/10	小組 Presentation：產品上架與試賣直播及促銷活動	

17	6/17	期末成果發表會	
18	6/24	頒獎	<b>Task 3 Submission</b>