

108 下學期 市場與行銷

課程名稱：市場與行銷

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上課地點：工程一館 (701)

上課時間：F678

課程說明：

本門課將透過課堂講授以及大量的案例研討讓學生們能對行銷以及其相關決策能有一系統性、有組織性的了解。具體的行消決策包含了評估行銷的機會、發展行銷策略、以及執行相關計畫等。課程內容將包含以市場為導向之策略評估、行銷研究、資訊系統、購買者行為、目標市場選擇、競爭者定位、產品及服務分析與管理、定價、通路商、以及整合式雙向溝通(如廣告、公共關係、網路行銷、社群媒體以及宣傳推廣)等。本課程將透過互動式的課堂討論、實務案例、個人作業、團體報告等形式讓學生將獲得許多有用的行銷概念及知識，並能完成並執行一份有效的行銷企劃案。

教材：

1. Marketing: An introduction by Gary Armstrong and Philip Kotler, 13th Edition
2. Case Studies, Harvard Business Publishing case studies <https://hbsp.harvard.edu/educator/>
3. 選讀文章

評分標準：

1. 案例報告 (40%)
2. 期末考(20%)
3. 期末行銷企劃案 (20%)
4. 上課討論(20%)

課程內容：

1. Marketing: Creating Customer Value and Engagement (9/22) **Self-introduction, Teaming up, and picture taking**
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships (9/29) **Marketing Positioning Simulation Game**
3. Analyzing the Marketing Environment (10/6) **Short case study**
4. Managing Marketing Information to Gain Customer Insights (10/13) **Case study 1**
5. Understanding Consumer and Business Buyer Behavior (11/3) **Case study 2**
6. Customer Value-Driven Marketing Strategy: Creating Value for Target Customers (11/10) **Case study 3**
7. Product, Services, and Brands: Building Customer Value (11/17) **Case study 4**
8. Developing New Products and Managing the Product Life Cycle (11/24) **Case study 5+6**
9. Pricing: Understanding and Capturing Customer Value (12/1) **Case study 7**

10. Marketing Channels: Delivering Customer Value (12/8) **Case study 8**
11. Retailing and Wholesaling (12/15) **Case study 9**
12. Engaging Customers and Communicating Customer Value: Advertising and Public Relations (12/22)
Case study 10
13. Personal Selling and Sales Promotion (12/29) **Final presentation (1)**
14. Direct, Online, Social Media, and Mobile Marketing (1/5) **Final presentation (2)**
15. **Final exam (1/12)**