

清華科管院 EMBA 『行銷管理』課程介紹

一・課程說明 (introduction)

This course focuses on the application of marketing concepts and theories to high technology-based and traditional products/services.

二・參考用書

Philip Kotler; **Marketing Management: Analysis, Planning, and Control**; Prentice Hall.

丘宏昌、謝依靜、唐運佳，服務行銷管理第三版，2017，雙葉書局

三・教學方式 (teaching methods)

Lecture, discussion, presentation and case studies

四・成績考核：

Participation: 80%; Final report: 20%

五・教學進度

週	課程內容
1	Introduction to marketing and value decomposition
2	Strategic marketing I
3	Value decomposition
4	Business model canvas
5	Strategic and segment marketing II
6	Strategic and segment marketing III
7	Business model canvas
8	New product development strategy
9	Value decomposition and business model
10	Retailing management
11	Product marketing
12	Time of entry and dominant design
13	Business model, strategy, and operational effectiveness
14	Marketing 1.0-5.0
15	Product strategy+ B2B marketing
16	Communication
17	Pricing strategy
18	Tactical marketing