

<p style="text-align: center;">國立中山大學 112學年度第1學期 課程教學大綱</p> <p style="text-align: center;">National Sun Yat-sen University 112Academic year1st Semester Course syllabus</p>					
中文名稱 Course name(Chinese)	策略行銷管理			課號 Course Code	EMBA927
英文名稱 Course name(English)	STRATEGIC MARKETING MANAGEMENT				
課程類別 Type of the course	講授類	必選修 Required/Selected	必修	系所 Dept./faculty	管理學院高階經營碩士學程在職專班
授課教師 Instructor	黃明新張純端			學分 Credit	3
<p>因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：</p> <p><input checked="" type="checkbox"/> 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】</p> <p><input type="checkbox"/> 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】</p> <p><input type="checkbox"/> 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】</p> <p><input type="checkbox"/> 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課</p> <p>★遠距教學軟體操作說明連結</p>					
<p>因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：</p> <p>1.課堂討論In-class discussion：50%</p> <p>2.期末報告Presentation：50%</p>					
課程大綱 Course syllabus					
<p><input checked="" type="checkbox"/> 本課程教學大綱已提供完整英文資訊（本選項僅供統計使用，未提供完整英文資訊者，得免勾記）【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】</p> <p>本課程介紹行銷管理的基本原理，從策略的角度瞭解企業行銷的基本要素與成功關鍵，並分析影響企業行銷活動的重要因素。現代行銷管理主要關心兩個問題：其一是如何通過市場細分、目標選擇和市場定位找到合適的消費群體。市場細分和目標選擇解決誰是目標顧客的問題，市場定位解決如何尋找和鎖定目標顧客的問題。其二是如何通過市場行銷組合（即產品、價格、渠道和促銷）及顧客服務來經營可盈利的顧客關係並取得顧客滿意和公司利潤。</p> <p>Introduction of core strategic marketing, and strategic marketing framework and implementation procedures. This course systematically explains various marketing management decisions and relevant topics. This course covers the creation of customer values, the formulation and implementation of marketing strategies, customer analysis methods, sales employees management, and brand operation and management.</p>					
課程目標 Objectives					
<p>本課程希望將市場營銷的概念與實際的個案密切結合，因此非常鼓勵學員把自己的行銷經驗、觀點和看法與大家分享。我們會首先介紹行銷管理的基本概念和原理，然後選擇一些行銷專題進行研討和個案討論。為了使課堂的討論更加熱烈和豐富，學員需在課前預先閱讀指定的教材。</p> <p>Understand the nature of strategic marketing management, and the implementation of customer value creation to prevent marketing myopia. Familiarize with the framework of strategic marketing planning, and apply it to organization strategic planning. Learn the methods and skills of market analysis, and implement related marketing campaigns, to improve overall operating performance. Understand the methods and procedures of brand management. Implement brand strategies and improve marketing performance.</p>					
授課方式 Teaching methods					
講授 Lecture					
<p>評分方式〔評分標準及比例〕Evaluation (Criteria and ratio)等第制單科成績對照表 letter grading reference</p> <p>1.課堂討論In-class discussion：50%</p> <p>2.期末報告Presentation：50%</p>					
<p>參考書/教科書/閱讀文獻 Reference book/ textbook/ documents</p> <p>〔請遵守智慧財產權觀念，不可非法影印。教師所提供之教材供學生本人自修學習使用，不得散播及做為商業用途〕</p> <p>No copies for intellectual property rights. Textbooks provided by the instructor used only for self-study, can not broadcast or commercial use</p>					
教師自訂教材 Instructor's materials					

彈性暨自主學習規劃 Alternative learning periods

本門課程是否有規劃實施學生彈性或自主學習內容（每1學分2小時）

Is any alternative learning periods planned for this course (with each credit corresponding to two hours of activity)?

否：教師需於「每週課程內容及預計進度」填寫18週課程進度（每1學分18小時之正課內容）。
No: The instructor will include an 18-week course plan in the weekly scheduled progress (each credit corresponds to 18 hours of instruction)

是：教師需於「每週課程內容及預計進度」填寫16週課程內容（每1學分16小時之正課內容），並於下列欄位填寫每1學分2小時學生彈性或自主學習內容。
Yes: The instructor will include a 16-week course plan in the weekly scheduled progress (each credit corresponds to 16 hours of instruction);the details of the planned alternative learning periods are provided below (each credit corresponds to two hours of activity).

學生彈性或自主學習活動 Alternative learning periods	勾選或填寫規劃內容 Place a check in the appropriate box or provide details	時數 Number of hours
學生分組實作及討論 Group work and discussion		
參與課程相關作業、作品、實驗 Participation in course-related assignments, work, or experiments		
參與校內外活動（研習營、工作坊、參訪）或競賽 Participation in on- or off-campus activities (e.g., seminars, workshops, and visits) or competitions		
課外閱讀 Extracurricular reading		
線上數位教材學習 Learning with online digital learning materials		
其他（請填寫規劃內容） Other (please provide details)		

每週課程內容及預計進度 Weekly scheduled progress

週次 Week	日期 Date	授課內容及主題 Content and topic
1	2023/09/03~2023/09/09	授課內容及主題 Class introduction
2	2023/09/10~2023/09/16	中國消費市場與FDI Chinese market and FDI
3	2023/09/17~2023/09/23	行銷管理總論 Introduction to marketing
4	2023/09/24~2023/09/30	行銷組合（產品、定價、通路、促銷） Marketing mix
5	2023/10/01~2023/10/07	行銷定位策略 Positioning
6	2023/10/08~2023/10/14	個性品牌塑造 Branding
7	2023/10/15~2023/10/21	品牌戰略 Brand strategy
8	2023/10/22~2023/10/28	戰略的市場思維(一) Marketing strategy
9	2023/10/29~2023/11/04	戰略的市場思維(二) Marketing strategy
10	2023/11/05~2023/11/11	客戶關係管理(一) Customer Relationship Management
11	2023/11/12~2023/11/18	客戶關係管理(二) Customer Relationship Management
12	2023/11/19~2023/11/25	行銷個案討論與報告(一) Case study in marketing
13	2023/11/26~2023/12/02	行銷個案討論與報告(二) Case study in marketing
14	2023/12/03~2023/12/09	CRM在中國信用卡市場的應用(一) CRM in Chinese credit card market
15	2023/12/10~2023/12/16	CRM在中國信用卡市場的應用(二) CRM in Chinese credit card market
16	2023/12/17~2023/12/23	服務與價值利潤鏈(一) Service profit chain
17	2023/12/24~2023/12/30	服務與價值利潤鏈(二) Service profit chain
18	2023/12/31~2024/01/06	行銷個案討論與報告 Marketing case presentation

課業討論時間 Office hours

時段1 Time period 1:
時間 Time: 星期二14:00~16:00
地點 Office/Laboratory: 管4109
時段2 Time period 2:
時間 Time: 星期四10:00~12:00
地點 Office/Laboratory: 管4109

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university	課堂活動與評量方式 Class activities and evaluation									
	本課程欲培養之能力與素養 This course enables students	紙筆考試或測驗 Test.	課堂討論(含個案討論) Group discussion (case analysis).	個人書面報告、作業、作品、實驗 Individual paper report/ assignment/	群組書面報告、作業、作品、實驗 Group paper report/ assignment/	個人口頭報告 Individual oral presentation.	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習 Off-campus visit and intership.	證照/檢定 License.	參與課程規劃之校內外活動及競賽 Participate in off-campus/on-campus activities and competitions.

	to achieve.			work or experiment.	work or experiment.						
※系所學生專業能力 Basic disciplines and core capabilities of the department											
1.瞭解國際管理新知 1. Exploring updated knowledge of International Business.	V		V		V						
2.高階經營人才的再培育 2. Re-educating senior working professionals.	V		V		V						
3.新觀念的刺激與新思維的訓練 3. Training the professionals for new ideas.	V		V		V						
4.跨行業交流互動與團隊友誼之建立 4. Creating a network for crossover cooperation and friendship.											
5.全球化的訓練與視野 5. Developing the global mindset of each professional.											
6.多元化的學習 6. Providing pluralistic approaches to learning.											
※全校學生基本素養與核心能力 Basic disciplines and core capabilities of the university											
1.表達與溝通能力。 1. Articulation and communication skills	V		V		V						
2.探究與批判思考能力。 2. Inquisitive and critical thinking abilities	V		V		V						
3.終身學習能力。 3. Lifelong learning	V		V		V						
4.倫理與社會責任。 4. Ethics and social responsibility											
5.美感品味。 5. Aesthetic appreciation											
6.創造力。 6. Creativity											
7.全球視野。 7. Global perspective											
8.合作與領導能力。 8.											

Team work and leadership																				
9.山海胸襟與自然情懷。9. Broad-mindedness and the embrace of nature																				

本課程與SDGs相關項目：The course relates to SDGs items:

- SDG1-消除貧窮(No Poverty)
- SDG2-消除飢餓 (Zero Hunger)
- SDG3-良好健康與福祉(Good Health and Well-being)
- SDG4-教育品質(Quality Education)
- SDG5-性別平等(Gender Equality)
- SDG6-乾淨水源與公共衛生(Clean Water and Sanitation)
- SDG7-可負擔乾淨能源(Affordable and Clean Energy)
- SDG8-優質工作與經濟成長(Decent Work and Economic Growth)
- SDG9-工業、創新和基礎建設(Industry,Innovation and Infrastructure)
- SDG10-減少不平等(Reduced Inequalities)
- SDG11-永續城市(Sustainable Cities and Communities)
- SDG12-責任消費與生產(Responsible Consumption and Production)
- SDG13-氣候行動(Climate Action)
- SDG14-海洋生態(Life Below Water)
- SDG15-陸域生態(Life on Land)
- SDG16-和平、正義和穩健的制度(Peace,Justice And Strong Institutions)
- SDG17-促進目標實現的全球夥伴關係(Partnership for the Goals)
- 本課程和SDGS無關

本課程校外實習資訊: This course is relevant to internship:

本課程包含校外實習（本選項僅供統計使用，無校外實習者，得免勾記）
 The course includes internship.(For statistical use only. If the course without internship, please ignore this item.)

實習定義：規劃具有學分或時數之必修或選修課程，且安排學生進行實務與理論課程實習，於實習終了取得考核證明繳回學校後，始得獲得學分；或滿足畢業條件者。（一般校內實習請勿勾選此欄位）

Internship: The required or elective courses should include credits and learning hours. Students should participate in the corporative company or institution to practice and learn the real skills. An internship certification must be handed in at the end of internship to get the credits or to fulfil the graduation requirements.

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