行銷管理　Marketing Management

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I. 介紹: 行銷管理不僅針對一般營利企業，亦針對非營利事業，如政黨政治行銷、選舉、社會行銷等。本課程將對行銷作一適當的引導，讓學生了解行銷的各領域及應用如：行銷部門管理、消費者行為、行銷研究、區隔、定位、新產品發展、產品生命週期、促銷、定價、行銷通路、零售、大盤、行銷策略、政治社會行銷等，對日益競爭激烈的行銷問題、政治社會行銷等能有初步分析及解決能力，同時對將來有欲更深入探討行銷各領域者能有良好基礎。

II. 評分: 課堂鼓勵發問、討論. Case及課堂討論 50%,考試 50% (暫訂)

III. Ref:

Noel Capon & James M. Hulbert – Marketing Management in the 21st Century
Henry Assael --Marketing: Principles & Strategy
Philip Kotler --Marketing Management
Berkowitz, Kerin, Hartley & Rudelius -- Marketing
Evans & Berman --Marketing
Harrell & Frazier – Marketing: Connecting with Customers

IV.內容: 1. Introduction
2. Segmentation and Positioning
3. Marketing within the Organization & Defining the Business
4. Buyer Behavior
5. Consumer Buying Behavior
6. Organizational Buying Behavior
7. Marketing Research and Marketing Information Systems
8. Products & Their Characteristics
9. Product Development & Product Life Cycle
10. Pricing Policy
11. Communication & the Promotional Mix
12. Advertising, Promotion & Publicity
13. Personal Selling
14. Channel of Distribution
15. Retailing & Wholesaling
16. Marketing Strategy