

EiMBA Program

Syllabus of Entrepreneurial Marketing

創業行銷 教學大綱

Acronym: EM

Version: 2



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GENERAL INFORMATION

- Faculty:** 黃俊堯、簡怡雯
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Time: 9/14~12/21 (19:00~21:45)
Venue: 冠德講堂

NATURE AND SCOPE

根據首先具體提出「創業精神」概念的經濟學家熊彼德(Joseph Alois Schumpeter, 1883~1950)所述，創業者重新組合產品、技術、市場、資源與組織等面向裡既有元素，敢於改寫市場中的遊戲規則，且能在「不斷變動崩解的土地上」站穩腳跟。創業者因此打破市場中或者有的均衡狀況，讓「動態失衡」不斷發生，成為經濟發展的主要動能。

在這樣的意義下，本課程以一學期的時間，針對背景各殊而都懷抱創業心志的 EIMBA 同學，透過概念架構講授、個案討論、聚焦實作、新興模式觀摩、業間實務經驗分享等方式，系統性探討創業者面對當代市場與顧客時宜有的理解。課程將由討論行銷的本質開始，透過對於洞察消費者行為的深入分析與數位時代的價值創造、遞送、溝通脈絡，探究當代創業者應掌握的行銷策略與戰術，

由於市場發展與產業演進的特殊路徑，台灣各業一方面對於行銷的理解較為浮面，另一方面也較晚認知到創業的重要。透過多維度的探討，本課程希望透過消費者理論深度探索與行動學習教學設計，幫助修課同學見樹且見林，思考數位時代各種創業可能下的行銷邏輯，並透過環繞著顧客與市場的踏實理解，對進行中或未來的創業實務有所助益。

LEARNING MATERIALS

Reference Books (Main)

- “Disciplined Entrepreneurship: 24 Steps to a Successful Startup” by Bill Aulet, 2013 (「MIT 黃金創業課」，商周)。
- “Handbook of Consumer Behavior” by T. Robertson and H. Kassarijan eds.
- “Psychology of Attitudes” by Alice H. Eagly.
- “明天的遊戲規則”，黃俊堯(2016)。

Online Simulation

- Innovation Marketing Simulation: Crossing the Chasm (Harvard)



Cases

- 《擴展客群出險招》、《挑戰企業巨擘》

Term Project

- 以組為單位，自行選定一項組內有共識與興趣的「善因」，就該善因進行行銷規劃、執行與檢討。

Supplementary Materials

- 課堂中另將以影音播放、網頁展示等方式呈現案例，並散發額外的紙本補充文章。

GRADING POLICY

- Class Participation & Contribution (簡) 20%
- Class Participation & Contribution (黃) 20%
- Term Project (GROUP) 30%
- Final Exam 30%

COURSE CONTRACT

- 修課同學必須準時到課。
- 9/14 首次上課當天完成 3~5 位同學的自行分組。
- 請按照各次規劃，進行課前準備。

TIME/ SCHEDULE

Session 1 行銷與創新 (9/14: 黃)

Content

- What do we mean by “Marketing”?
- The relationships among marketing, innovation, and entrepreneurship.

Material

Case: 擴展客群出險招.

Session 2 行銷策略 (9/21: 黃)

Content

- The essence of marketing strategy.
- Strategic decisions and the growth of a startup.



Material

Case: 挑戰企業巨擘.

Session 3 行銷組合 (9/28: 黃)

Content

- The marketing mixes.
- Entrepreneurial integration of marketing mixes.

Material

Simulation: Innovation Marketing Simulation: Crossing the Chasm [請攜筆電]

Session 4 消費者行為(一) (10/5: 簡)

Content

- Definition of Consumer Behavior
 - Wheel of Consumer Analysis
 - Relationship with Entrepreneurship and Innovation
- Consumer Attitude Formation Process
 - Antecedents and Consequences of Attitude

Session 5 消費者行為(二) (10/12: 簡)

Content

- Marketing Research System
 - Importance of finding consumer demands in Entrepreneurship and Innovation
 - Exploratory and Confirmatory Approaches

Session 6 消費者行為(三) (10/19: 簡)

Content

- Persuasion Strategies through ELM (Elaboration Likelihood Model) and MRH (Multiple Role Hypothesis)
 - Applications of ELM and MRH in persuasion strategies



Session 7 消費者行為(四) (10/26: 簡)

Content

- Context Effects in product and brand perceptions
 - Models of Context and Priming Effects
 - Applications of Context Effects in Promotion and Advertising Strategies
- Consumer Correction for context bias
 - Models of Bias Correction
 - Applications of Bias Correction Process in Increasing product perceptions

Session 8 消費者行為(五) (11/2: 簡)

Content

- Consumer Mood Effects
 - Mood Effects in Product Judgments and Information Processing
 - Applications of Mood Effects in Persuasion

Session 9 數據與價值創造 (11/9: 黃)

Content

- Marketing plan of the term project, a sanity check.
- Marketing analytics, a brief introduction.
- The uses and limitations of data in value creation.

Session 10 創意與價值溝通(一) (11/16: 黃)

Content

- The three media effects in the digital world.
- Digital advertising.

Session 11 創意與價值溝通(二) (11/23: 黃)

Content

- Communication in the SoLoMo context.
- Growth hacking.

Session 12 體驗管理: 關於「導盲」的修練 (11/30: 黃)

Content

- The essence of experience.
- Managing experiences in value creation, delivery and communication.



Session 13 新經濟與行銷 (12/7: 黃)

Content

- Analyzing business models in the platform context.
- Business models in the “Internet+” world.

Session 14 期末報告 (12/14: 黃)

Content

- The essence of experience.
- Managing experiences in value creation, delivery and communication.

Session 15 期末考試 (12/21: 黃)

Style

- 兩題開放式問題。考題涵蓋黃老師與簡老師歷次討論的若干重點。考試時可參考各種紙本資料，但不可使用任何電子器材。