

行銷管理 *Marketing Management*

陳永昌，賓州大學華頓商學院企管行銷博士

Yong Chang Chen, Ph.D. in Marketing, Wharton School, University of Pennsylvania

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