

國立中山大學 110學年度第1學期 課程教學大綱

National Sun Yat-sen University 110Academic year1st Semester Course syllabus

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
授課教師 Instructor	黃明新張純端		學分 Credit	3

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：Since COVID-19, if distance learning is necessary, the teaching methods would adjust as follows:

- 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】
- 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】
- 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】
- 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

★遠距教學軟體操作說明連結

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：Since COVID-19, if distance learning is necessary, the evaluation would adjust as follows:

1. 課堂討論In-class discussion：50%
2. 學期報告Presentation：50%

課程大綱 Course syllabus

- 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.)】

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. 介紹策略行銷的核心觀念，提供完整策略行銷規劃的架構與執程序，並從策略性的觀點有系統地說明各項行銷管理決策及重要的行銷管理議題。課程內容涵蓋顧客價值的創造，行銷策略的擬訂與執行，顧客分析的方法，銷售人員管理，品牌的經營與管理。

課程目標 Objectives

- 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.
1. 了解策略行銷管理的本質，與顧客價值創造的意涵，避免行銷短視症。
 2. 熟悉策略行銷規劃的架構，並將其應用於公司整體策略規劃中。
 3. 學習市場分析的方法與技術，並配合相關行銷活動，提升整體營運績效。
 4. 了解品牌經營的程序及方法，有效導入品牌策略，強化行銷績效並提升公司價值。

授課方式 Teaching methods

Lectures (including lecturing, case study, and discussion)
授課方式除教師講解，並輔以個案分析與企業管理實務研討，採互動式教學，藉此啟發學員之策略思考與分析之能力，達成管理知識內化的目的，並有效應用於日常之經營與管理實務中。

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](#)

- 1.In-class discussion課堂討論：50%
- 2.Presentation學期報告：50%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents
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教師自訂教材 Teacher's materials

每週課程內容及預計進度 Weekly scheduled progress

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2021/09/19~2021/09/25	Course Introduction 課程介紹
2	2021/09/26~2021/10/02	Marketing strategies in the new era 新世紀的策略行銷
3	2021/10/03~2021/10/09	Overall environmental analysis 總體環境分析
4	2021/10/10~2021/10/16	Chinese market analysis 中國市場分析
5	2021/10/17~2021/10/23	Customer analysis 顧客分析
6	2021/10/24~2021/10/30	Market segmentation 市場細分
7	2021/10/31~2021/11/06	Choose target market 選擇目標市場
8	2021/11/07~2021/11/13	Market positioning 市場定位
9	2021/11/14~2021/11/20	Marketing 行銷組合
10	2021/11/21~2021/11/27	Marketing 行銷組合
11	2021/11/28~2021/12/04	Brand management 品牌管理
12	2021/12/05~2021/12/11	Brand management 品牌管理
13	2021/12/12~2021/12/18	Customer relation management 顧客關係管理
14	2021/12/19~2021/12/25	Customer relation management 顧客關係管理
15	2021/12/26~2022/01/01	Sales staff management 銷售人員管理
16	2022/01/02~2022/01/08	Sales staff management 銷售人員管理
17	2022/01/09~2022/01/15	Presentation and discussion 學期報告與討論
18	2022/01/16~2022/01/22	Presentation and discussion 學期報告與討論

課業討論時間 Office hours

時段1 Time period 1:
 時間 Time：星期四10:00-12:00
 地點 Office/Laboratory：管4109
 時段2 Time period 2：
 時間 Time：星期二10:00-12:00
 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 to achieve.	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/ work or experiment.	群組書面報告、作業、作品、實驗 Group paper report/ assignment/ work or experiment.	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.	課外閱讀 Outside reading.

※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	V		V				
2.高階經營人才的再培育 2.	V		V	V	V		V				

Re-educating senior working professionals.													
3.新觀念的刺激與新思維的訓練 3. Training the professionals for new ideas.	V		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					V			
2.探究與批判思考能力。 2. Inquisitive and critical thinking abilities	V		V		V					V			
3.終身學習能力。 3. Lifelong learning	V		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:

本課程無註記包含校外實習

[回上一頁](#)