

國立中山大學 114學年度第1學期 課程教學大綱

National Sun Yat-sen University 114Academic 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

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.)】

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、通路和促銷）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。
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.

課程目標 Objectives

本課程希望將市場行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。
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.

授課方式 Teaching methods

講授
Lecture

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.課堂討論In-class discussion : 50%
- 2.期末報告Presentation : 50%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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自編講義 Instructor's materials

課程時數規劃 Course Hour Planning

本校自114學年度起實施學期16週，課程（含期末考試）應於16週內完成。學分之計算仍以1學分18小時為原則。教師課程時數安排得選擇「16週+自主學習規劃」或「16週+實體上課規劃」。

Starting from the 114th academic year, the university will implement a 16-week course schedule, and all courses (including final examinations) must be completed within this 16-week time frame while maintaining the standard of 18 hours of instruction per credit. Instructors can choose between "16-weeks + Alternative learning periods" or "16-weeks + In-person classes."

本門課程為「16週+自主學習規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「B.自主學習規劃」欄位填寫每1學分2小時學生自主學習內容。

16 weeks + alternative learning periods: The instructor will include a 16-week course plan in the weekly scheduled progress section (16 hours of instruction per credit) and provide details of the learning plan (two hours of activity per credit) in the alternative learning period section.

本門課程為「16週+實體上課規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「C.實體上課規劃」填寫2次授課內容及主題，且於學期16週內完成。

16 weeks + in-person classes: The instructor will include a 16-week course plan in the weekly scheduled progress section (16 hours of instruction per credit) and specify the content and topics of the 2 in-person classes in the in-person class plan section, and must be completed within this 16-week time frame.

A. 每週課程內容及預計進度 Weekly scheduled progress

全英課程之授課內容及主題應以英文或雙語呈現
For courses taught entirely in English, the content and topics should be presented in English or bilingually.

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2025/09/07~2025/09/13	課程簡介Class introduction
2	2025/09/14~2025/09/20	消費市場Consumer market
3	2025/09/21~2025/09/27	行銷管理總論 Introduction to marketing
4	2025/09/28~2025/10/04	行銷組合 (產品, 定價, 通路, 促銷)Marketing mix
5	2025/10/05~2025/10/11	行銷定位策略 Positioning
6	2025/10/12~2025/10/18	個性品牌塑造Branding
7	2025/10/19~2025/10/25	品牌策略Brand strategy
8	2025/10/26~2025/11/01	行銷策略(一)Marketing strategy
9	2025/11/02~2025/11/08	行銷策略(二)Marketing strategy
10	2025/11/09~2025/11/15	客戶關係管理(一)Customer Relationship Management
11	2025/11/16~2025/11/22	客戶關係管理(二)Customer Relationship Management
12	2025/11/23~2025/11/29	服務與價值利潤鏈(一) Service profit chain
13	2025/11/30~2025/12/06	服務與價值利潤鏈(二) Service profit chain
14	2025/12/07~2025/12/13	推廣策略 Promotion strategy
15	2025/12/14~2025/12/20	行銷個案討論與報告(一)Marketing case presentation
16	2025/12/21~2025/12/27	行銷個案討論與報告(二)Marketing case presentation

B. 自主學習規劃 Alternative learning periods

課程規劃學生自主學習內容 (每1學分2小時)
Alternative learning periods planned for the course (with each credit corresponding to two hours of activity)

本門課程規劃學生彈性或自主學習內容 (每1學分2小時) :
Alternative learning periods planned for the course (each credit corresponds to two hours of activity):

學生自主學習活動 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	<input type="checkbox"/>	
參與課程相關作業、作品、實驗 Participation in course-related assignments, work, or experiments	<input type="checkbox"/>	
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	<input type="checkbox"/>	
課外閱讀 Extracurricular reading	<input checked="" type="checkbox"/> Assigned marketing materials	6
線上數位教材學習 Learning with online digital learning materials	<input type="checkbox"/>	
其他 (請填寫規劃內容) Other (please provide details)	<input type="checkbox"/>	

C. 實體上課規劃 In-Person Class Plan

若無規劃學生自主學習，則請教師規劃2次實體上課(每1學分2小時)，應於學期16週內完成實體上課 (含期末考試)，實體上課時間由師生自行討論，得利用週三下午4-7點或其他時段進行。

If there are no alternative learning periods planned for the course, the instructor should plan 2 in-person classes (2 hours of activity per credit).in-person class must be completed within this 16-week time frame(including final examinations). In-person Class schedules can be arranged through discussions between instructors and students, utilizing Wednesday 4:00PM-7:00PM or other suitable time slots.

* 第一次實體上課內容及主題 (Content and topic for the first In-Person class) :

* 第二次實體上課內容及主題 (Content and topic for the second In-Person class) :

課業討論時間 Office hours

時段1 Time period 1:
時間 Time : 星期二10:00-12:00
地點 Office/Laboratory : CM4055
時段2 Time period 2 :
時間 Time : 星期四10:00-12:00
地點 Office/Laboratory : CM4055

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

appreciation												
6.創造力。6. Creativity												
7.全球視野。7. Global perspective	V		V									
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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