DEPARTMENT OF BUSINESS ADMINISTRATION
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY
Marketing Management
Spring 2016
000350051
行銷管理(學)
104 學年度第 2 學期

A. Instructor: Chia-Lin Lee
   E-mail: clee@nccu.edu.tw
   Phone: 02-2939-3091 Ext. 88180
   Class Hours: Thu. 9:10-12:00
   Office Hours: Wednesday 17:00 – 18:00 (請先用電子郵件確認時間)

B. Books
1. 指定閱讀課本
2. Recommended Books
   我這樣看世界，還有我自己。作者：P. Kotler。出版社：商業周刊。出版日期：2015/07/24。
   行銷源典。作者：任立中。出版社：前程文化。出版日期：2010/11/16。

C. Course Objectives
   This course aims to provide the basic concepts, analytical tools, and strategic thoughts of marketing management. From a managerial point of view, this lecture will focus on the important tactics and principles of planning and execution of marketing. This lecture will be composed of three parts: the first section offers the definition of marketing and the basic knowledge of marketing research; the second part consists of the market behavior and S-T-P tactics; the third section provides the details of product marketing and branding, placing, promotion, as well as pricing strategies. In addition, the issues of building a stable relationship between companies and customers will be discussed.

D. Grading Policy
   Attendance and Interacting with the lecturer: 10% (Individual)
   Homework & Case Analysis (Participation & Answering questions): 8% (Individual, Group)
   In-class short-case discussions/exercises*: 8% (Group)
   After mid-term presentation: 9% (Group)
   Term Paper (Oral/Written): 20% (Group)
   Midterm examination: 22% (Individual)
   Final Exam: 23% (Individual)

E. Important Policies and Notes
   1. Students are expected to be On Time for every lecture. Please be well-prepared for the assigned reading every week. Participation and answering questions are required and will be graded.

   每週講義請於上課當天至 moodle 下載。

   2. Group and Seats
      The class should be divided into several groups (6 people) at the first lecture. The seats will be fixed from the third lecture. 第三週起上課請依指定位置就坐，部分的參與分數將由依座位表登錄之發言紀錄獲得，每周下課後請自行確認發言次數，因位子坐錯而誤記發言次數的責任請

自負。

2. Exam
Students have to return both the question book and answer sheet after the exams, and please take
leaves in advance if she/he cannot participate the exam. (若未能參加考試請事先請假)

3. Homework/In-class exercises/Short-case discussions
During this semester, several HomeWork will be given. Every student (or each group if
there is group-based homework) should submit a one-page typed A4 statement/opinion at 10:00am
on the delivery date. Please note that late submissions will be penalized 10% per day late.
*In-class exercises and short-case discussions will be evaluated. Please hand in the results of
group discussions before leaving the classroom every week. 參與討論的同學請簽名(嚴禁代簽)

4. Case Analysis 本課程將以個案教學訓練同學解決實務問題的邏輯。
The instructor will lead several case discussions, and students have to read the assigned cases
carefully before the lecture starts. Students have to buy the assigned cases by their own. Besides,
students have to hand in the answers of the assigned questions (A4, typed, font 12, maximum 2
pages) at 10:00am on the delivery date. Late submission will NOT be accepted. (考慮公平原則)

5. After mid-term Presentation (as scheduled): STP 実戦演練
主題：請參見附錄一。3/31 請登記題目
時間：口頭報告 14 分鐘，Q&A 10 分鐘。請事前練習達到指定時間長度。
Each group should upload their slides to MOODLE one day prior to the presentation in class
(4/27: 24:00). Failure to do so will be penalized 30% of the score. (目的為讓大家都能有講義參考)

6. Term Paper: Marketing Plan
Question: Supposed that you are the marketing manager and are responsible for a release of new
products/new type of services/mix with products and services for the company. Please provide a
marketing plan (from 2016, July to 2017, June) for your boss and the board committee.
Content: the content should include the following items (see Appendix of the textbook)
a. Executive summary
b. Situation analysis (e.g., current market situation)
c. Competitive review
d. SWOT analysis and positioning
e. First–year objective
f. Marketing strategies (4P analysis)
g. Action programs
h. Budgets and controls
(1) Oral Presentation: 20 minutes in total and 10 minutes Q&A（請自行準備兩個問題與同學討
論），請事前練習達到指定時間長度。
(2) Term-Paper: A4, typed, 5000 words in Chinese.
   Due: 2016/06/23 ; Late submission will not be accepted.

Note:
(1)個人在各項小組作業之得分將依據期末的小組組員互評結果而調整之；課堂團體討論的
分數將依據個人出席狀況調整分數。
(2)首次因疏忽導致之抄襲，該次作業或報告成績零分。再次發生視為刻意抄襲；任何作弊
與刻意抄襲行為將依據學校規定處理。若有引用數據或資料，請列出來源。
(3)請公假與事假將依學校規定核准，並請依學校程序申請；病假請附就診證明。若未依
學校程序申請或無就診證明視同曠課。
(4)上課時手機請收起來並調整為無聲模式。筆電請依照授課教師規定使用之。
(5)任何會發出氣味之食物請帶出教室外。
# CLASS SCHEDULE

<table>
<thead>
<tr>
<th>No. of Week</th>
<th>Topic/Reading</th>
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| 1 (2/25)    | Syllabus Briefing  
|             | 分組  
|             | Reading after class: Ch.1 |
| 2 (3/3)     | Chapter 1 |
| 3 (3/10)    | Strategic Planning  
|             | Reading: Ch.2 |
| 4 (3/17)    | Market Research  
|             | Reading: Ch. 4 |
| 5 (3/24)    | Consumer and Firm Behavior  
|             | Reading: Ch. 5 |
| 6 (3/31)    | Segmentation, Targeting, and Positioning  
|             | Reading: Ch. 6  
|             | 登記期中報告題目 |
| 7 (4/7)     | Marketing Environment & Ethics  
|             | Reading: Ch. 3, 16 |
| 8 (4/14)    | Channel Strategies  
|             | Reading: Ch. 10 |
| 9 (4/21)    | **Mid-term Exam**  |
| 10 (4/28)   | Presentation: **STP 實戰演練** |
| 11 (5/5)    | Product & Branding Strategies  
|             | Reading: Ch. 7 |
| 12 (5/12)   | New Product Development  
|             | Reading: Ch. 8 |
| 13 (5/19)   | 校慶/運動會 |
| 14 (5/26)   | Pricing Strategy  
|             | Reading: Ch. 9 |
| 15 (6/2)    | Case Discussion  
|             | *Term Paper Presentation: Group 1-3* |
| 16 (6/9)    | 端午節 |
| 17 (6/16)   | **Term Paper Presentation: Others** |
| 18 (6/23)   | **Final Exam** |

^授課教師將視同學的學習狀況調整進度