國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：梁浩怡

Instructor:Haw-Yi Liang

課程名稱：行銷管理

Course Title：Marketing Management

2026/11/3

課程代號： BA2201301 Course Code 學分數： 3 Credits	必選修：必修/半學年 Required/Electve:Required/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	R10(MA-206) R8(MA-206) R9(MA-206)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	本課程旨在帶領學生進入行銷的世界，使其理解行銷於企業經營中扮演的角色、重要性及可能面臨的挑戰，課堂中將透過理論與實務兩大面向，使學生熟悉行銷相關知識，培養學生發展行銷策略與組織行銷活動的能力，並透過個案討論與實務專案的執行，提升學生團隊合作解決問題的能力，使其能夠成為具有良好行銷意識的未來專業經理人。 The purpose of this course is to (1) provide students an understanding of the role and importance of marketing in an organization as a managerial challenge; (2) familiarize students with the basic concepts of marketing management; (3) help students develop skills required in organizing effective marketing strategies and activities; (4) enable students to improve the ability to work out projects as a team; and (5) prepare students to be future managers in different fields with great marketing sense and knowledge. Lectures, class participation, case discussions, and group projects are designed to help students learn as more as possible in fun and interesting ways.
課程大綱： Outline of Lectures	W1 - Course Introduction W2 - (1) Defining Marketing W3 - (2) Analyzing Consumer Markets W4 - (3) Conducting Marketing Research W5 - (4) Identifying Market Segments and Targets W6 - Group Activity: Conducting marketing research, STP, and customer value analysis W7 - (5) Customer Value Proposition and Positioning W8 - (6) Building Customer Loyalty Customer Satisfaction W9 - Exam W10 - Group Term Project Meeting (1) W11 - (7) Designing and Managing Services and Products W12 - (8) Building Strong Brands W13 - Group Term Project Meeting (2) W14 - (9) Marketing Communications W15 - Group Term Project Presentation (1) W16 - Group Term Project Presentation (2)
授課方式： Method of Instruction	講授 Lecture：55% 分組討論 Group discussion：15% 案例研討 Case study：10% 操做練習 Practical exercises：20%

	講授 Lecture：%
教科書： Textbooks	Kotler et al., Marketing Management (16th Edition)
參考書目： References	Readings will be distributed in class if there are any.
修課須知： Notice	
評量方式： Grading	Class Attendance: 10% Class Participation: 10% Quizzes: 5% Exam: 35% Group Exercises: 10% Group Term Project: 30%
備註說明： Notes	Class participation is the basic requirement of this course, so please show up to class every week.