

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

2026/6/22

<p>課程代號： BA2201301 Course Code 學分數： 3 Credits</p>	<p>必選修：必修/半學年 Required/Electve:Required/Half Yr. 先修課程： Prerequisites</p>
<p>節次教室： R10(MA-206) R8(MA-206) R9(MA-206) Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p>	
<p>課程網址： Course Website</p>	
<p>課程宗旨： Course Objectives</p> <p>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。</p> <p>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.</p> <p>Lectures, class participation, case discussions, and group projects are designed to help students learn as more as possible in fun and interesting ways.</p>	
<p>課程大綱： Outline of Lectures</p> <p>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)</p>	
<p>授課方式： Method of Instruction</p> <p>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%</p>	

講授 Lecture : %

教科書 : Kotler et al., Marketing Management (16th Edition)
Textbooks

參考書目 : Readings will be distributed in class if there are any.
References

修課須知 :
Notice

評量方式 : Class Attendance: 10%
Grading Class Participation: 10%
Quizzes: 5%
Exam: 35%
Group Exercises: 10%
Group Term Project: 30%

備註說明 : Class participation is the basic requirement of this course, so please
Notes show up to class every week.