# 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

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| 課程代號： BA2201302<br>Course Code<br>學分數： 3<br>Credits | 必選修：必修/半學年<br>Required/Electve:Required/Half Yr.<br>先修課程：<br>Prerequisites |
| 節次教室：<br>Time/Location | W6(MA-405) W7(MA-405) W8(MA-405) |
| 專業核心能力：<br>Core Professional Competencies | |
| 課程網址：<br>Course Website | |
| 課程宗旨：<br>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。<br>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.<br>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：<br>Outline of Lectures | W1 - Course Introduction<br>W2 - (1) Defining Marketing<br>W3 - (2) Analyzing Consumer Markets<br>W4 - (3) Conducting Marketing Research<br>W5 - (4) Identifying Market Segments and Targets<br>W6 - Group Activity: Conducting marketing research, STP, and customer value analysis<br>W7 - (5) Customer Value Proposition and Positioning<br>W8 - (6) Building Customer Loyalty Customer Satisfaction<br>W9 - Exam<br>W10 - Group Term Project Meeting (1)<br>W11 - (7) Designing and Managing Services and Products<br>W12 - (8) Building Strong Brands<br>W13 - Group Term Project Meeting (2)<br>W14 - (9) Marketing Communications<br>W15 - Group Term Project Presentation (1)<br>W16 - Group Term Project Presentation (2) |
| 授課方式：<br>Method of Instruction | 講授 Lecture：55%<br>分組討論 Group discussion：15%<br>案例研討 Case study：10%<br>操做練習 Practical exercises：20% |

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