

清華科管院 MBA 『行銷管理』課程介紹

授課教師：金聯舫、丘宏昌

一・課程說明 (introduction)

This course focuses on the application of marketing concepts and theories to high technology-based and traditional products/services.

二・參考用書

Philip Kotler; *Marketing Management: Analysis, Planning, and Control*; Prentice Hall.

丘宏昌、謝依靜、唐運佳，服務行銷管理第三版，2017，雙葉書局

三・教學方式 (teaching methods)

Lecture, discussion, presentation and case studies

四・成績考核：

Participation: 70%; Final report: 30%

五・教學進度

單元	課程內容
1	Introduction to marketing
2	Strategic and segment marketing I
3	Marketing and value
4	Marketing and value
5	Strategic and segment marketing II
6	Business model and marketing strategy
7	Business model and marketing strategy
8	Strategic and segment marketing III
9	企業個案分析
10	Marketing 1.0~4.0
11	企業個案分析
12	企業個案分析
13	Business model and marketing strategy
14	B2B marketing and Pricing
15	B2B marketing and Pricing
16	Product, and Place and Promotion
17	Product, and Place and Promotion
18	Final Report