

**DEPARTMENT OF BUSINESS ADMINISTRATION
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY**

ETP MARKETING MANAGEMENT

Fall 2010

A. Instructor: Professor Chang, Yegmin 張逸民
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Class Hours: Monday 1:10 - 4:00pm
Office Hours: Monday & Tuesday 11:00 - 12:00am or by appointment

B. Books

1. Textbook:

Armstrong and Kotler, Marketing: An Introduction, 10th ed., Pearson/Prentice Hall, 2010.

C. Course Objectives

The objectives of the course are to introduce students to the role of marketing in an organization. Specifically, the objectives are

- (1) To develop a deeper understanding of the role of marketing within the business community.
- (2) To analyze the cultural, economic, political, legal, and technological factors which affect marketing.
- (3) To foster a better appreciation of the ethical considerations which apply to a marketing arena.
- (4) To provide an up-to-date overview of selected topics from the field of marketing.

D. Grading Policy

(1) Quizzes & Midterm (10% each)	30%
(2) Final exam	30%
(4) Participation	20%
(5) Group Presentation of Company Cases	20%

E. Course Description:

This is an introductory course. Marketing is an essential function of business. Without selling products to customers, any business enterprise cannot survive. Marketing is about how to provide products and services that meet customer needs. All corporations and organizations inevitably adopt a marketing orientation to pursue their goals. Students in the course will learn the basic concepts of marketing, how to prepare a marketing plan that involves 4P decisions: product, pricing, physical distribution, and promotion. Issues of internet marketing, global marketing, and ethics are also addressed.

Jobs and careers of Marketing and Sales:

Marketing and sales are two major area of recruitment in all sizes of enterprises. There are always job vacancies for all levels of sales positions. As the marketing function is more emphasized and is playing an increasingly important role in Taiwan business, marketing has become a very attractive career choice.

Prerequisites to this course:

A term of introductory course in economics is required. Students are encouraged to pick up basic knowledge of fundamental accounting and statistics in order to have a good grip of this course.

This course is open to all students with sophomore or above standing.

F. Class Policies

Each student is expected to read the assigned readings, prepare assigned questions, and participate in class discussions. It is the student's responsibility to reconcile any differences or conflicting materials between the instructor's presentation and the textbook, if any. The student is also responsible for all announcements which are made during class.

A word of extreme caution: Any academic misconduct will be punished severely.

Course Schedule

Week	Date	Content
1	9/13	Chapter 1 Marketing Overview
2	9/20	Chapter 2 Marketing Strategy
3	9/29	Chapter 3 Marketing Environment
4	10/4	Chapter 4 Marketing Information System

5	10/11	Quiz & Chapter 5 Consumer Behavior
6	10/18	Chapter 6 STP
7	10/25	Chapter 7 Product
8	11/1	Chapter 8 New Product Development
9	11/8	Midterm exam
10	11/15	Chapter 9 Pricing
11	11/22	Chapter 10 Marketing Channels
12	11/29	Chapter 11 Retailing & Wholesaling
13	12/6	Quiz & Chapter 12 Promotion
14	12/13	Chapter 12 Advertising & PR
15	12/20	Chapter 13 Personal Selling & Direct Marketing
16	12/27	Group Presentation of Company Cases
17	1/4	Group Presentation of Company Cases
18	1/11	Final Exam

學習成效檢核表 ASSURANCE OF LEARNING CHECK LIST

期初設計課程版本 Before the Semester Begins

期末檢核學生學習成效版本 After the Semester Ends

請各位教師根據課程規劃，勾選出適合的選項

本課程與商學院願景的關連性 Adherence to Mission

- | | |
|--|---|
| <input checked="" type="checkbox"/> Globalization 訓練國際化的能力 | <input checked="" type="checkbox"/> Technology 訓練科技與應用的能力 |
| <input checked="" type="checkbox"/> Innovation 訓練創新的能力 | <input checked="" type="checkbox"/> Humanity 訓練人文素養 |

本課程與本系所學程學習目標的關連性**Adherence to Program Learning Goals**

- To train students with the necessary knowledge and leadership skills to prepare them to become socially responsible adults and competent professionals with leadership**
- To educate students in the state-of-the-art business practices, concepts, and methods**

本課程所運用到的教學方法 Pedagogical Methodologies

- | | |
|---|--|
| <input checked="" type="checkbox"/> Lecture | <input checked="" type="checkbox"/> e-Learning |
| <input checked="" type="checkbox"/> Study Group | <input type="checkbox"/> Seminar |
| <input type="checkbox"/> Case Study | <input type="checkbox"/> Internship |
| <input type="checkbox"/> Project | <input checked="" type="checkbox"/> Independent Learning |
| <input type="checkbox"/> Role-Playing | <input type="checkbox"/> Theater Learning |
| <input type="checkbox"/> Others: _____ | <input type="checkbox"/> Others: _____ |

本課程教授的核心能力**Student Skills, Knowledge and Attitude Enhancement**

- | | |
|---|--|
| <input checked="" type="checkbox"/> Theory | <input type="checkbox"/> Action Planning |
| <input checked="" type="checkbox"/> Analytics | <input type="checkbox"/> Listening |
| <input type="checkbox"/> Descriptive | <input type="checkbox"/> Persuading |
| <input type="checkbox"/> Technical | <input type="checkbox"/> Teamwork |
| <input checked="" type="checkbox"/> Decision-making | <input checked="" type="checkbox"/> World-view |
| <input type="checkbox"/> Others 其他能力: _____ | <input type="checkbox"/> Others 其他能力: _____ |