



實踐大學一一三學年度第二學期 教學計畫表  
Course Syllabus, Academic Year 2024-2025(2nd Semester)

( 實際授課內容及成績評定，以教師上課時規定為準。 )

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科目名稱 Course Title	行銷學原理 Principles of Marketing			課程代號 Course No.	EIB-11N-01-A1
開課系級 Department	國際企業英語學士學位學程一年甲班 A-EIB-1A	學分數 Credit(s)	3	時數 Hour(s)	3
選別 Required or Elective	4-系必	開課別 Duration	半年 第一學期 Required,1st Semester		
授課教師 Instructor	林志丞、張雅惠				
缺曠課規定 Attendance Policy	缺曠課時數 ( 含事 / 病假 ) 達授課總時數三分之一 ( 18 小時 ) 以上者，學期成績以零分計。 Student will receive a semester grade of zero for a course if absences from class exceed one third ( 18 hrs ) of total class hours.				
課程概要 Course Description	<p>The main topics of this course will be presented in a set of lectures and case studies guided for both, instructor and students. Cooperative learning is significant for understanding complex concepts stated in some theories. Therefore, case discussions and a development of a marketing plan by students will be important tools to "jump" from theory to practice. Students are expected to intensively work in groups and review the material in advance.</p> <p>The main topics of this course will be presented in a set of lectures and case studies guided for both, instructor and students. Cooperative learning is significant for understanding complex concepts stated in some theories. Therefore, case discussions and a development of a marketing plan by students will be important tools to "jump" from theory to practice. Students are expected to intensively work in groups and review the material in advance.</p>				
基本核心能力/系核心能力 Core Competency	核心能力	核心能力說明			
	具備專業知識與應用能力	透過學程必、選修課程以養成學生具備國際企業專業知識，並強化專業領域應用能力，以形塑學生成為理論與實務兼備之儲備管理人才。			
	具備專業倫理及敬業態度	透過修習企業領導與倫理相關課程、企業參訪，培養學生尊重企業倫理與具備敬業態度。			
	具備跨領域整合能力	透過跨院系支援教師、必選修專業課程、學分學程及畢業專題，培養學生具備跨域整合之能力，以符合未來從事商業管理相關領域工作之發展趨勢與需求。			
	具備領導及溝通能力	透過各國師生之共同學習與交流、研習相關課程、參與校內外競賽及畢業專題發表，以培養學生在全球化浪潮下具備領導與溝通能力。			
	具備國際素養	透過建構國際化校園與積極鼓勵學生赴海外姊妹校短期交換、雙聯學位、邀請姊妹校教師授課與演講、參訪國際企業、進行國際學術交流等方式，以培養學生成為具備國際素養之儲備管理人才。			
『註：該課程之核心能力以紅色表示。』					

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<p>教學目標 Course Objectives</p>	<p>Dr. Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. (Mar 29, 2011) The ultimate goal for marketing to fulfill perhaps unchanged, however, the way to reach customers and trigger purchase decision has been more diversified than ever. The focus of the course will cover the essence of marketing, moreover, perspective featuring on customer engagement framework, marketing forces, customer behaviors will be delivered.</p>
<p>授課方式 Approach to Instruction</p>	<p>If you miss class more than 5 times, then you will be marked 0 for your final grade.1-1. Any absent excuses are not taken. Yes, any excuses. Unless your absence is considered as lifeand death.1-2. If you miss 1 class, your attendance will be deducted 3 %.If you miss 2 classes, your attendance will be deducted 6 %.If you miss 3 classes, your attendance will be deducted 9 %.If you miss 4 classes, your attendance will be deducted 12 %.If you miss 5 classes, your attendance will be deducted 15 %.If you miss more than 6 classes, you will be failed.1-3. I will check the attendance randomly.3. You need to come in time. If you late for the class and I already check the attendance, then yourattendance for the day will be absent (no negotiate).4. You need to participate in the lecture. Talk, ask, and get involved.4-1. Mobile phones are not allowed in the lecture. Why? From my experience, when students use mobile phones, they always chat online. If I find out, you use your mobile phones, then I needto confiscate your phones. Furthermore, your participation will be deducted 5 % per time.4-2. Laptops are welcome in the lecture which are good tools for discussion.4-3. If you come to the lecture without any contributions, then I seriously will mark yourparticipation as 0 for the day.5. You can eat in the classroom, but please bring something that is light. Food with strong smell isprohibited. If you insist to bring, you need to buy me one.6. Sleeping in the lecturer is not allowed. It is extremely impolite and disrespectful. If you sleep,then I will ask you out and deduct 5% from your attendance and participationrespectively.**** Respect to each other Attendance: 15 %Participation: 20% (in-class question, group work, and homework)Mid-term exam: 30%Group work: 35% (written report 15%; presentation 20%) CDIO Teaching</p>
<p>課程授課語言 Course language</p>	<p>英語</p>
<p>是否自編教材 Whether self-edited textbooks</p>	<p>否</p>
<p>成績評定 Grading</p>	<p>◎平時評量 30%：Attendance, in-class participation and group assignmnets ◎期中評量 30%：Exam ◎期末評量 35%：Report and Presentation (Group) ◎其他評量 5%：On-time to class may have extra points</p>
<p>教科書與參考書目 Textbooks and References</p>	<p>Kotler, Philip, Armstrong, Gary, Opresnik, Marc Oliver. (2018). Principles of marketing 17th ed. (17th ed., Global Ed.). Harlow: Pearson.ISBN9781292220178 CDIO Teaching</p>
<p>聯絡方式 Contact Info</p>	<p>cclin@g2.usc.edu.tw</p>
<p>備註 Remark</p>	<p>CDIO teaching practices and employ the "Conceiving" concept for the class.</p>



週次 Weeks		進度內容 Syllabus
1	(02/16~02/22)	Course introduction: objectives & references
2	(02/23~03/01)	Marketing: Creating Customer Value and Engagement
3	(03/02~03/08)	Company and Marketing Strategy
4	(03/09~03/15)	Marketing Environment
5	(03/16~03/22)	Market Research
6	(03/23~03/29)	Customer and Business Buyer Behavior
7	(03/30~04/05)	Children's Day and Tomb Sweeping Day (Holiday)
8	(04/06~04/12)	Segmentation: Targeting Customers
9	(04/13~04/19)	Mid-term written exam
10	(04/20~04/26)	Product Strategy & AI Creative Tools (CDIO)
11	(04/27~05/03)	Pricing Strategy & AI Tools (CDIO)
12	(05/04~05/10)	Distribution/Place Strategy & AI Tools (CDIO)
13	(05/11~05/17)	Communication/Promotion Strategy and AI Tools (CDIO)
14	(05/18~05/24)	Communication/Promotion Strategy and AI Tools (CDIO)
15	(05/25~05/31)	Final Report submission Report Presentation (video clip + slides)
16	(06/01~06/07)	Final Report submission Report Presentation (video clip + slides)
17	(06/08~06/14)	Dragon Boat Festival ( National Holiday )
18	(06/15~06/21)	Flexible supplement teaching week
19	(06/22~06/30)	

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