

個別課程英文授課大綱

表單編號：QP-T02-07-11

保存年限：10 年

課程名稱 Course Title	(中文) 行銷溝通		
	(英文) Marketing Communications		
授課教師 Instructor	張瑜倩 Yu-Chien Chang	開課單位 Departments	科管所
學分數 Credit(s)	3	修課對象 Target Students	科碩一、二
課程目標 Course Objectives	<p>This course will familiarize students with key concept of marketing communications. The aim of this course is to examine the theories, principle and practice of marketing communications with a managerial framework.</p>		
課程大綱 Course Description	<p>This course will include a combination of <u>case studies (main)</u>, lectures and student presentations. In addition, guest speakers from appropriate fields will provide broadened perspectives.</p> <p>As a graduate class, this course is designed to operate at different levels of learning. It not only focuses on lectures and reading but also focuses more on discussions (case study), practice by doing (individual essay) and teaching others (group work). Students are asked to read the cases before classes and to participate during each class. The case study discussion is designed to be interactive and very important for students to learn from fellow students and to contribute to their learning.</p> <p>This course focuses on contemporary approaches to marketing management and how they can be integrated with effective marketing strategy. By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Examine and explain how an organization communicates with its markets and consumers through marketing communications 2. Develop analytical capabilities, critical thinking and communication skills to support marketing analysis and decision making 3. Have the knowledge of the marketplace, customers and competitor behavior 4. Analyze different components of the communication mix and understand how the mix interacts 5. Show marketing problem solving skills through case analysis and environment scanning 6. Develop an integrated communications plans for a given product 7. 		

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<p>上課進度 Weekly Course Schedule</p>	<p>Week 1: Course introduction; Nature and scope of marketing communication Week 2: Situation analysis and opportunity analysis Week 3: Branding and image Week 4: Consumer behavior Week 5: Segmentation, targeting and positioning Week 6: Guest speaker (TBD) Week 7: New product adoption and diffusion Week 8: Reading week Week 9: Advertising and creative elements Week 10: Media analysis and planning Week 11: traditional advertising media Week 12: Internet advertising media Week 13: Other advertising media opportunities Week 14: Guest speaker (advertising) Week 15: Sales and promotion; PR and sponsorship Week 16: contemporary issues in marketing communications Week 17: Group presentation Week 18: Review</p>
<p>教學方式 Instructional Method</p>	<p>Lectures: 1 hours per class. Case study: 2 hour per class (peer discussions)</p>
<p>課程要求 Course Requirements</p>	<p>Apart from classroom hours (3 hours per week), students are expected to spend approximately 8-10 hours per week in reading, case study preparation, group discussion, assignments and studying related course material.</p>
<p>評量方式 Evaluation</p>	<p>10% class attendance 30% participant and contribution in class activities 25% individual essay (3,000 words maximum, written in English) 35% group work of the integrated marketing communication plan (written essays: 4,500 words maximum; oral presentations)</p>
<p>教材及參考書目 Textbooks & Suggested Materials</p>	<p>Selected papers from:</p> <ol style="list-style-type: none"> 1. International Journal of Advertising 2. Journal of Advertising 3. Journal of Marketing management 4. Journal of Marketing Communications 5. Corporate Communications: An International Journal <p>Additional materials such as case studies and readings will be available to course participants during the course.</p>
<p>課程相關 連結網址</p>	