

Department of Marketing and Tourism Management
Master of Business Administration

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科目	本學科內容概述	本學科教學內容大綱
Seminar on Product Strategy and Management	This subject is a master's course, which mainly discusses the company's product strategy and lets students know how to manage products. This course hopes to enhance students' knowledge and skills in product management.	The content of this course is to emphasize management orientation, explain analytical methods, and strengthen the training of basic disciplines such as management theory and behavioral science.
Marketing Management	<ol style="list-style-type: none"> 1. Provide students crucial and fundamental theories of marketing management. 2. Help students to establish the structural systems of strategic marketing management. 3. Explore marketing practices in current society. 4. Facilitate students' thinking ability and presentation skills. 	Marketing Basics strategic marketing Gather information and estimate perform marketing research Build long-term loyal relationships Consumer Behavior Industrial Marketing (optional) market segment Target market position. Build brand equity Dynamic Competition & PLC Product Strategy

		New market development
Research on Technology Marketing	<ol style="list-style-type: none"> 1. Understand the basic concepts of digital marketing through Google Digital Learning 2. Guide students to pass the Google Digital Learning Course - Basic Digital Marketing Certification. 3. Guide students to pass Google Analytics and Google Ads certification 4. Learn other digital technology tools commonly used in digital marketing. 5. Understand theories and academic issues related to technology marketing. 	<p>Build your own online presence, plan your digital business strategy, and practice your website 1</p> <p>Understand search engines and how to be found by search engines, use search engines effectively, and use search engines to market and promote their own products, continuously improve search activities, website implementation teaching 2</p> <p>Digital marketing methods for physical stores, the use of digital tools, and website practice teaching 3</p> <p>Basic concepts of social media, proper use of social media methods, website practice teaching 4</p> <p>The basic concept of mobile marketing, how to effectively use mobile advertising, website practice teaching 5</p> <p>Basic concepts of content marketing, application of email marketing, website practice teaching 6</p> <p>Introduction and operation of Google Analytics</p> <p>Introduction and operation of Google Analytics 4</p> <p>Insights for Google Analytics</p>

		Introduction and operation of Google Ads
Research on Electronic Marketing	Most firms are in business to win and outperform their competitors lastingly. Internet is new and critical tool helping firms to operate business with no limitations in time, space and boarder. The class is about business model and strategies, Internet transaction environment, 4Ps in Internet marketing and what it takes for them to allow firm to gain competitive advantage in Marketing through Internet. Upon completion of this combination of marketing and e-commerce course, students are expected to hold the concept of Internet marketing, how to plan, build and manage the Internet marketing activities. Through reading the selected academic-papers, students are able to catch latest Internet marketing issues regarding both research and practice.	Part One: An Overview of Internet Marketing and Business Model Part Two: E-Marketing Environment Part Three: E-Marketing Strategy Part Four: E-Marketing Management Part Five: Developing an eassy on Internet Marketing
Marketing Research	(1) Understand marketing research design (2) Understand the analysis of marketing research data (3) Understand the relationship between marketing research and marketing (4) Actual engagement in new product marketing research and marketing development plans	Marketing Research Overview Initiate a Marketing Research Project Secondary & Primary Data Sources Method for Qualitative research Survey-Interviewing Methods Individual Group Preparation

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Place Strategy and Management Research	<p>1.This course is to help students understand the major theories, models and frameworks of marketing channel ◦</p> <p>2.The trend analyses and research methodology of marketing channels will also be explored ◦</p> <p>3.This course will also discuss the current channel practices & issues in both Taiwan and Global business ◦</p>	<p>Introduction, body of knowledge description.</p> <p>End User Analysis (first set of reports).</p> <p>Channel Analysis: Audit Marketing.</p> <p>Self-made outsourcing channel analysis.</p> <p>Manage access rights.</p> <p>Retail structure and strategy.</p> <p>Affiliate structure and strategy.</p> <p>Affiliate structure and strategy.</p> <p>pathways and strategies.</p> <p>Channel relationship management.</p> <p>Manage access policy and legality.</p>
Bg Dta Aalysis	<p>1. Understand the relevant principles and theories of data analysis</p> <p>2. Understand the scientific methods and implementation of marketing data</p> <p>3. Understand the research direction in the field of marketing data science</p>	<p>Big Data and Data Preprocessing</p> <p>Classification methods - decision tree, neural network, Bayesian classifier; implementation of marketing issues (orange3)</p> <p>Classification method - support vector machine, K-nearest neighbor algorithm; implementation of marketing issues (orange3)</p> <p>Clustering methods-hierarchical clustering analysis, K-means; implementation of marketing issues (orange3)</p> <p>Related method-Apriori; implementation of</p>

		marketing issues (orange3) Sequence Analysis; Implementation of Marketing Issues (orange3)
Internal marketing and employee relationship management	Christian Gronroos (1981) put forward the concept of "internal marketing" (internal marketing), thinking that a company has set up a strong marketing department, which does not mean that the company is a marketing-oriented company, but that it is necessary to develop attractive products. In addition to service and service, it is necessary to cultivate the core value of customer-oriented for all employees of the company. The object of internal marketing is the internal employees of the enterprise. The purpose is to attract, retain, motivate and develop employees, cultivate the service concept and customer awareness of employees, so as to improve the satisfaction of employees and customers, so as to gain the competitive advantage of the enterprise. The broad content of employee relationship management involves the construction of the entire corporate culture and human resource management system, including the establishment of corporate vision and values, the construction and application of internal communication channels, the design and adjustment of organizations, the formulation and implementation of human resource policies, etc. In other words,	The goal of this course is from the perspective of internal marketing and the scope of employee relationship management, focusing on three points of view: "Employees are customers", "Cultivate employees with customer orientation and service awareness as a strategic purpose", and "Employee relationship management. It is similar to human resource management". Introduce the theory and practice of employee relationship management activities related to internal marketing to students step by step by means of themes. Specifically, the objectives of this course are to: (1) Introduce the basic theory and practice of internal marketing and employee relationship management, and strengthen the professional knowledge of marketing graduate students, that is, they can have both external marketing and internal marketing knowledge and technology in

	all issues related to the connection and influence between enterprises and employees, and between employers and employees are the content of the employee relationship management system.	practical work. (2) Understand the relevant practices and issues of employee relationship management in Taiwanese companies at the present stage, and establish a correct concept of employee relationship management for marketing management practitioners to implement employee management responsibilities as line supervisors.
Customer Behavior	Consumers are the center of all business activities, because consumers' purchasing decisions will determine the company's returns. Consumers are more important to be regarded as the core and foundation of all business activities. Understanding consumer behavior becomes key to creating a customer-centric organization that delivers products and services that meet consumer needs. Consumer behavior research focuses on "why" people spend their time and money on activities such as dining with family or friends, attending concerts, donating blood and donating body organs.	Part 1: introduction to consumer behavior: consumer behavior and consumer research; creating marketing strategies for customer-centric organization. Part 2: consumer decision making: the consumer decision process; pre-purchase process: need recognition, search, and evaluation; purchase; post-purchase processes: consumption and post-consumption evaluation. Part 3: individual determinants of consumer behavior: consumer motivation; consumer beliefs, feelings, attitudes, and

		<p>intentions</p> <p>Part 4: environmental influences on consumer behavior: culture, ethnicity, social class, family and household influences.</p> <p>Part 5: Influencing consumer behavior: making contact; shaping consumers' opinions; helping consumers to remember.</p>
Marketing case seminar	<p>This subject is a master's course, mainly to use the marketing cases of enterprises to let students know how to assist enterprises to formulate marketing management strategies for enterprises. This course hopes to enhance students' knowledge of marketing management and skills in writing business proposals.</p>	<p>By studying the company organization, personnel and finance, company operating conditions and marketing strategies, etc., the main reasons for the success or failure of the company are studied and judged. It is hoped that through the teaching method of this course, students can combine theory with practice.</p>
Multivariate statistical analysis	<p>Multivariate statistical analysis is an important method for studying natural and social phenomena. It studies how to collect reliable data, how to organize and analyze data, how to calculate some meaningful data based on data, and use these data to infer and understand facts. This will help researchers to make correct decisions.</p>	<ol style="list-style-type: none"> 1. Review elementary statistics 2. Factor analysis 3. Multiple regression analysis 4. Multiple discriminant analysis 5. Multivariate analysis of variance 6. Conjoint analysis 7. Canonical correlation analysis 8. Cluster analysis

		9. Multidimensional scaling 10. Structural equation modeling
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Seminar on Pricing Strategy and Management	<p>1. Provide students crucial and fundamental theories of marketing management.</p> <p>2. Help students to establish the structural systems of strategic marketing anagement.</p> <p>3. Explore marketing practices in current business.</p> <p>4. Facilitate students' thinking ability and presentation skills."</p>	<p>Chapter 01 reports Ch1.Strategic pr1icing (group).</p> <p>Chapter 02 report: Ch2.Value creation (group).</p> <p>Chapter 03 report: Ch3.Price structure (group).</p> <p>Pricing Minor Case: Group 1A ***</p> <p>Chapter 04 report: C4.Price & values communication: (group). Pricing small Case: Group 2&3A.</p> <p>Chapter 05 report: Ch5.Pricing policy. (Group).</p> <p>Small pricing case: Group 4&5A.</p> <p>06 Chapter Report: Ch6. Price Level (group).</p> <p>Pricing small cases: Group 6&7A.</p> <p>Chapter 07 reports Ch7.Pricing over the PLC.</p> <p>Chapter Report: Ch8 Price Implementation.</p> <p>Chapter 08 Report Group IX: Ch9 Costs. Pricing</p>

		<p>Minor Case: Group 1B ***</p> <p>09 Chapter Report: Ch10. Financial Analysis.</p> <p>Small pricing case: Group 2&3B</p> <p>10 Chapter Report: Ch.11 Price Competition.</p> <p>Small pricing case: Group 4&5B</p> <p>Chapter 11 report: Ch12 measurement of price sensitivity. analysis.Pricing small</p> <p>Case: Group 6&7B</p> <p>12 Internet Academic Journal article report (1).</p> <p>13 Internet academic Journal article report (2).</p>
Seminar on Promotion Strategy and Management	The class aims to increase student's knowledge of marketing promotion, including theoretical foundation and marketing practice in integrated marketing communication, advertising, sales promotions, events, public relation, direct marketing, personal selling and online communication. Both academic and practice are emphasized in the learning process.	<p>Part1:Introduction to integrated marketing communications.</p> <p>Part2:Integrated marketing communications program situation analysis.</p> <p>Part3: Analyzing the communication process.</p> <p>Part4:Objectives and budgeting for integrated marketing communications programs.</p> <p>Part5:Developing the integrated marketing communications program.</p>
Thesis	Dissertation guidance	Dissertation guidance
Crisis Communication and Management	Mistakes and crises will inevitably occur during the marketing mix promotion process of an enterprise. This course aims to	Description and Crisis Service Failures and (Total) Remedial Strategies

	<p>teach how to establish a correct concept of crisis and understand the basic principles and skills of crisis prevention, preparation, handling and communication. A large number of crisis cases will be cited, so that students can truly master the practical skills of crisis management, crisis communication and media response from the examples, and strengthen students' crisis management capabilities.</p>	<p>Various crisis communication models and theories</p> <p>Image maintenance strategies and apology methods</p> <p>Fear, organization-public relations, and behavioral intentions</p> <p>16 Integrating Perspectives on Crisis Management</p>
Service Industry Marketing	<ol style="list-style-type: none"> 1. Understand the basic concepts of service industry marketing 2. Learn the market analysis skills of the service industry 3. Use qualitative and quantitative methods to analyze service problems and opportunities 4. Learn the decision-making ability of service industry marketing 5. Learning and developing implementable service industry marketing activities. 	<p>A New Viewpoint of Marketing under the Service Economy</p> <p>Consumer Behavior in Service Contact</p> <p>Service Location Strategy</p> <p>Development of service concepts: core and ancillary services</p> <p>Delivery of services through physical and electronic channels</p> <p>Service promotion and customer education</p> <p>Pricing and Yield Management</p> <p>Design and manage service processes</p> <p>Manage customer relationships and build loyalty</p> <p>Complaint handling and service recovery</p>
International Marketing	In the era of the global village, marketing all over the world is	Globalization and Global Marketing

Symposium	<p>an inevitable trend, which makes the point of view of international marketing more important. It is hoped that students can learn following concepts:</p> <p>(1) Understand the international marketing environment</p> <p>(2) Understand the basic theories and applicable strategies of international marketing.</p> <p>(3) Cultivate international marketing vision and viewpoints</p> <p>(4) Understand the actual operation and problem solving of international marketing through case studies.</p> <p>(5) Cultivate students' professional ability to face the global environment in the future.</p>	<p>cultural environment</p> <p>Political Environment</p> <p>Global Marketing Research</p> <p>Global Competitive Strategy, Market Segmentation and Positioning</p> <p>Global Product Strategy</p> <p>Global Marketing Channel</p> <p>Global Logistics and Supply Chain Management</p>
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Thesis	Thesis guidance	Thesis guidance
brand management	It is hoped that through the study of this course, learners can not only enter the palace of brand management, but also gain new knowledge about learning brands.	<p>Branding and Brand Management</p> <p>customer-oriented</p> <p>Brand Positioning</p> <p>Select branding elements</p> <p>Design marketing plan</p> <p>Integrated Marketing Communications</p> <p>Measuring Brand Equity</p> <p>Execute brand strategy</p>

strategic marketing	<p>This course intends to provide learners with a set of structural tools that can systematically analyze marketing issues, whether it is b2b, b2c, c2b, or c2c markets. Focusing on the analysis of exchange issues, by analyzing the four aspects that buyers face when marketing exchange behaviors. We will also try to find out the crux of marketing problems, and provide practical methods to solve these problems, so as to successfully achieve marketing goals.</p>	<p>Strategic Marketing Management</p> <p>Cost-effectiveness</p> <p>Product Strategy</p> <p>case study</p> <p>Marketing Action</p>
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