

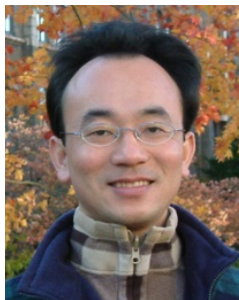
# Marketing Management

## Introduction to Marketing Management

1072MM3A01

TLMXB3A (M0142)

Tue 3, 4 (10:10-12:00) B602; Thu 8 (15:10-16:00) B508



Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

Dept. of Information Management, Tamkang University

淡江大學 資訊管理學系

<http://mail.tku.edu.tw/myday/>

2019/02/19, 02/21



# 淡江大學107學年度第2學期 課程教學計畫表

Spring 2019 (2019.02.18 - 2019.06.21)

- 課程名稱：**行銷管理**  
**(Marketing Management)**
- 授課教師：戴敏育 (Min-Yuh Day)
- 開課系級：資管3A (TLMXB3A)(M0142)
- 開課資料：必修 單學期 3 學分  
(3 Credits, Required)
- 上課時間地點：週二 3, 4 (10:10-12:00) B602  
週四 8 (15:10-16:00) B508

# 課程簡介

- 本課程介紹行銷管理基礎理論與實務。
- 課程內容包括：
  1. 瞭解行銷管理
  2. 掌握行銷洞察力
  3. 連結顧客
  4. 建立強勢品牌
  5. 創造價值
  6. 傳遞價值
  7. 溝通價值
  8. 永續成功的行銷

# Course Introduction

- This course introduces the fundamental **theories** and **practices** of **marketing management**.
- Topics include:
  1. Understanding Marketing Management
  2. Capturing Marketing Insights
  3. Connecting with Customers
  4. Building Strong Brands
  5. Creating Value and Shaping the Market Offerings
  6. Delivering Value
  7. Communicating Value
  8. Conducting Marketing Responsibly for Long-term Success

# 課程目標

- 學生將能夠瞭解及應用行銷管理基礎理論與實務。

# Objective

- Student will be able to understand and apply the fundamental concepts and practices of marketing management.

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2019/02/19, 02/21	Introduction to Marketing Management
2	2019/02/26	Defining Marketing for the New Realities, Developing Marketing Strategies and Plans (Nike) (Ch1, pp.52-54)
3	2019/03/05, 03/07	Collecting Information and Forecasting Demand, Conducting Marketing Research (Microsoft) (Ch3, pp.116-117)
4	2019/03/12, 03/14	Creating Long-term Loyalty Relationships, Analyzing Consumer Markets (Disney) (Ch6, pp.206-207)
5	2019/03/19, 03/21	Analyzing Business Markets, Tapping into Global Markets (Accenture) (Ch7, pp.235-236)

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
6	2019/03/26, 03/28	Identifying Market Segments and Targets, Crafting the Brand Positioning (HSBC) (Ch9, pp.292-293)
7	2019/04/02, 04/04	Off-campus study (教學行政觀摩日)
8	2019/04/09, 04/11	Creating Brand Equity, Addressing Competition and Driving Growth (McDonald's) (Ch11, pp.353-354)
9	2019/04/16, 04/18	Midterm Report (期中報告)
10	2019/04/23, 04/25	Midterm Exam Week (期中考試週)



# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
11	2019/04/30, 05/02	Setting Product Strategy, Designing and Managing Services (Toyota) (Ch13, pp.418-419)
12	2019/05/07, 05/09	Introducing New Market Offerings, Developing Pricing Strategies and Programs (Salesforce.com) (Ch15, pp.481)
13	2019/05/14, 05/16	Delivering Value: Designing and Managing Integrated Marketing Channels (Zara) (Ch18, pp.574)
14	2019/05/21, 05/23	Communicating Value: Designing and Managing Integrated Marketing Communications (Evian) (Ch20, pp.632-633)

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
15	2019/05/28, 05/30	Managing a Holistic Marketing Organization for the Long Run (Starbucks) (Ch23, pp.706-707)
16	2019/06/04, 06/06	Final Report I (期末報告 I)
17	2019/06/11, 06/13	Final Report II (期末報告 II)
18	2019/06/18, 06/20	Final Exam Week (期末考試週)

# 教學目標之教學方法與評量方法

- 教學方法
  - 講述、討論、賞析、問題解決
- 評量方法
  - 紙筆測驗、報告、上課表現

# 學期成績計算方式

- 期中評量：30.0 %
- 期末評量：30.0 %
- 平時評量：40.0 % (課堂參與及報告討論表現)

# 教材課本與參考書籍

- 教材課本 (Textbook)
  - Philip Kotler and Kevin Lane Keller (2016),  
Marketing Management, 15th edition, Pearson.
- 參考書籍 (References)
  - 徐世同、楊景傳譯 (2017),  
行銷管理 (Kotler/Marketing Management 15e),  
華泰文化

# 修課應注意事項

1. 請同學於行銷管理個案討論前  
應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前預習行銷管理相關理論，  
以作為個案分析及擬定管理對策的依據。
3. 請同學於上課前  
先繳交行銷管理個案研究問題書面報告。
4. 上課時間地點：  
週二 3, 4 (10:10-12:00) B602  
週四 8 (15:10-16:00) B508

# Marketing Management

- 1 Understanding Marketing Management
- 2 Capturing Marketing Insights
- 3 Connecting with Customers
- 4 Building Strong Brands
- 5 Creating Value
- 6 Delivering Value
- 7 Communicating Value
- 8 Conducting Marketing Responsibly for Long-term Success

**①**

# Understanding Marketing Management

## Part 1. Understanding Marketing Management

- 1. Defining Marketing for the New Realities**
- 2. Developing Marketing Strategies and Plans**



**2**

## **Capturing Marketing Insights**

### **Part 2. Capturing Marketing Insights**

**3. Collecting Information and Forecasting Demand**

**4. Conducting Marketing Research**

**3**

## Connecting with Customers

### Part 3. Connecting with Customers

**5. Creating Long-term Loyalty Relationships**

**6. Analyzing Consumer Markets**

**7. Analyzing Business Markets**

**8. Tapping into Global Markets**

# ④

## Building Strong Brands

### Part 4. Building Strong Brands

#### 9. Identifying Market Segments and Targets

#### 10. Crafting the Brand Positioning

#### 11. Creating Brand Equity

#### 12. Addressing Competition and Driving Growth

# 5

## Creating Value

### Part 5. Shaping the Market Offerings

#### 13. Setting Product Strategy

#### 14. Designing and Managing Services

#### 15. Introducing New Market Offerings

#### 16. Developing Pricing Strategies and Programs

## **Part 6. Delivering Value**

**17. Designing and Managing  
Integrated Marketing Channels**

**18. Managing Retailing, Wholesaling,  
and Logistics**

# 7

## Communicating Value

### Part 7. Communicating Value

**19. Designing and Managing Integrated Marketing Communications**

**20. Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations**

**21. Managing Digital Communications: Online, Social Media, and Mobile**

**22. Managing Personal Communications: Direct and Database Marketing and Personal Selling**

# 8

## Conducting Marketing Responsibly for Long-term Success

# Part 8. Conducting Marketing Responsibly for Long-term Success

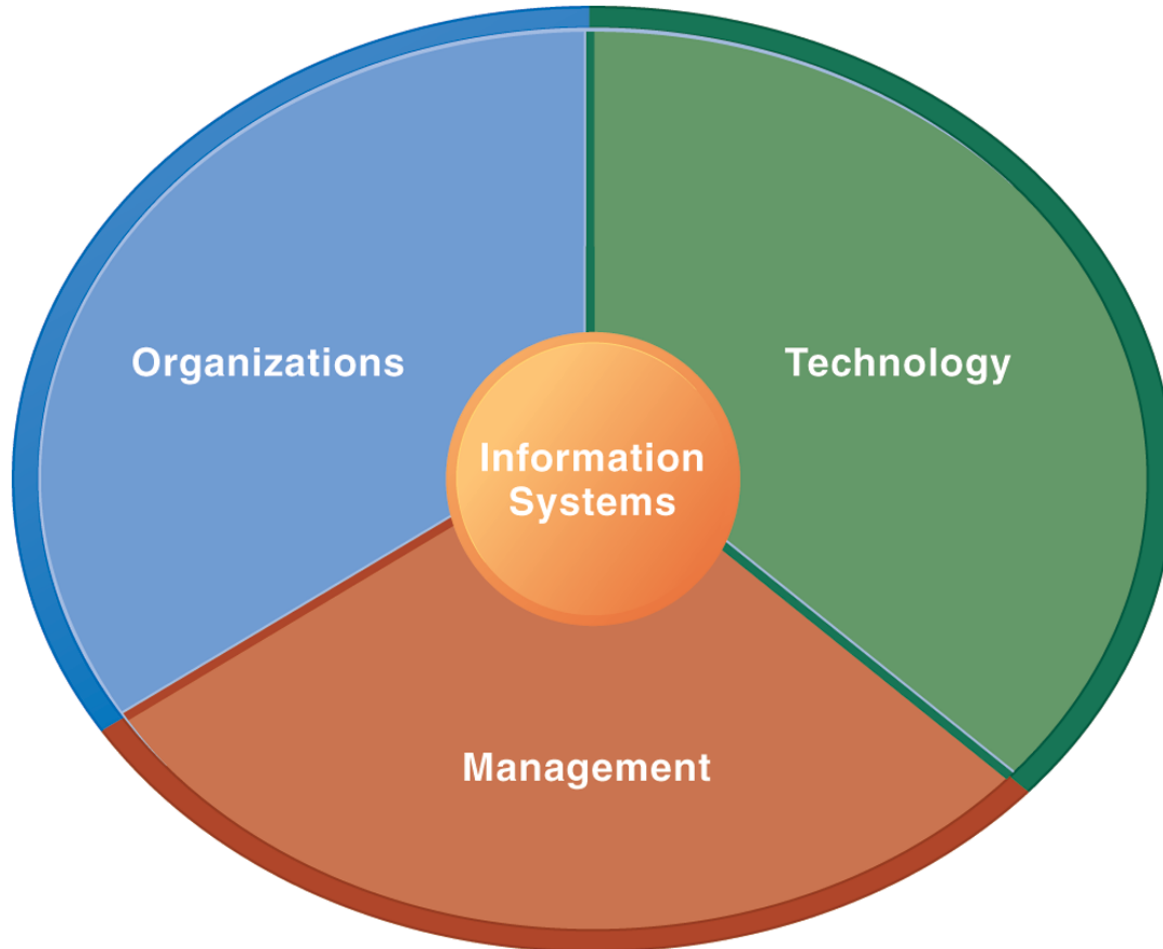
## 23. Managing a Holistic Marketing Organization for the Long Run

# **Marketing Management and Information Systems**

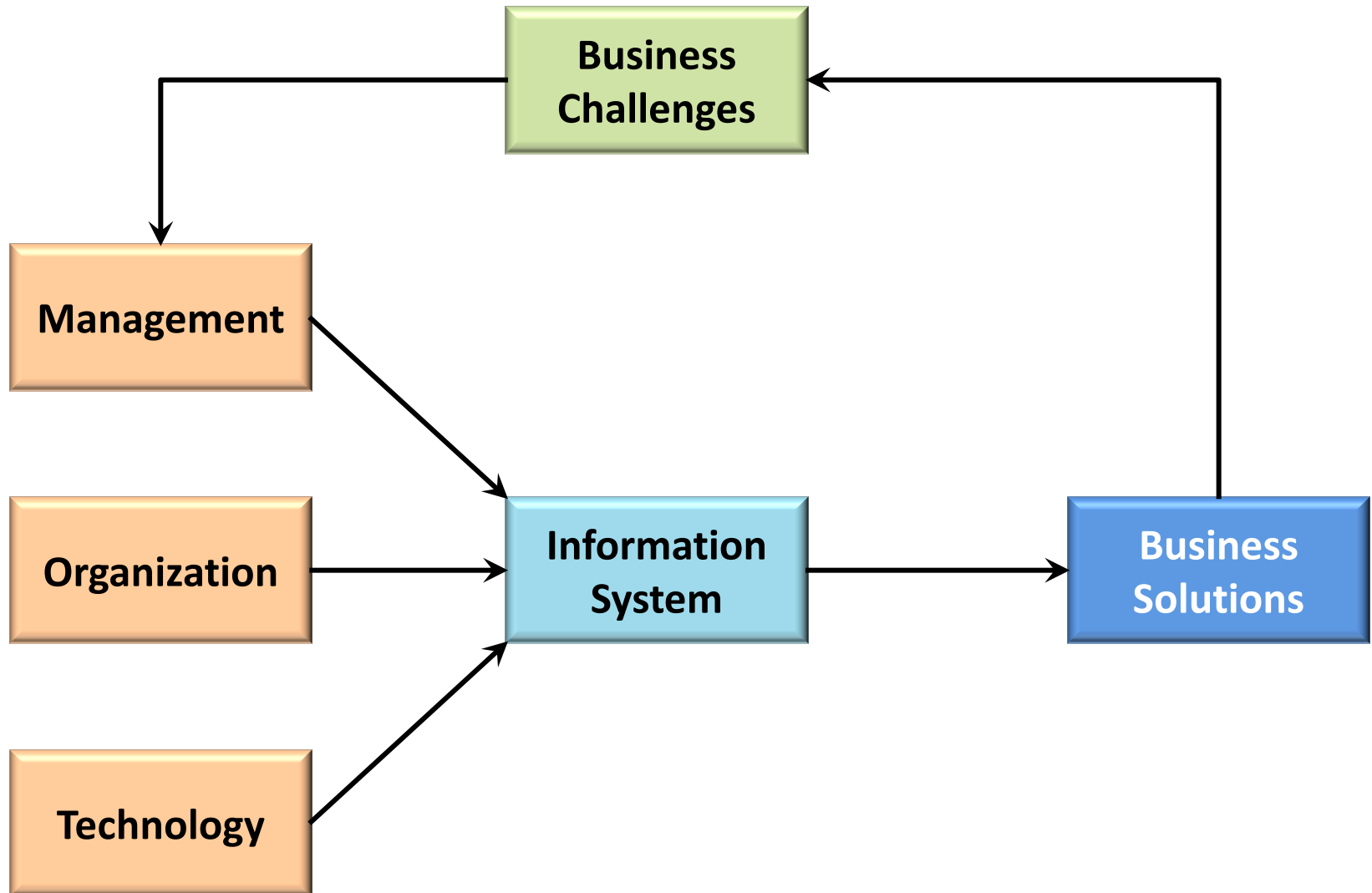


# Information Management (MIS)

## Information Systems



# Fundamental MIS Concepts



# Marketing

**Marketing**  
“Meeting  
**needs**  
profitably”

# Marketing

“Marketing is an organizational function and a set of processes for creating, communicating, and delivering **value** to customers and for **managing customer relationships** in ways that benefit the organization and its stakeholders.”

# Marketing Management

# Marketing Management

**“Marketing management is the  
art and science  
of choosing target markets  
and getting, keeping, and growing  
customers through  
creating, delivering, and communicating  
superior customer value.”**

# Marketing Management Tasks

1. Developing market strategies and plans
2. Capturing marketing insights
3. Connecting with customers
4. Building strong brands
5. Creating value
6. Delivering value
7. Communicating value
8. Creating successful long-term growth



# The Essence of Strategic Marketing (STP)

**S**egmentation

**T**argeting

**P**ositioning

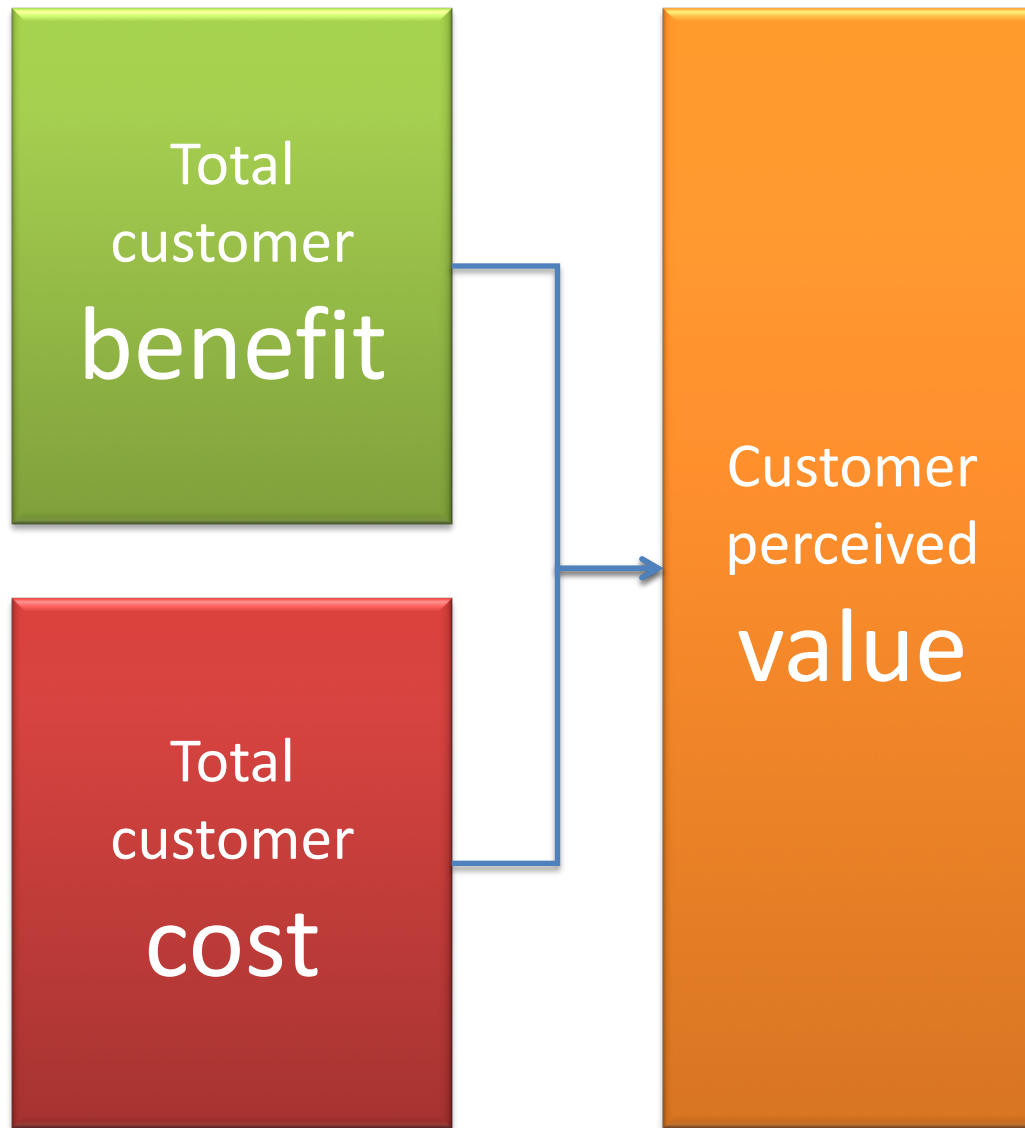
# Customer Value

# Value

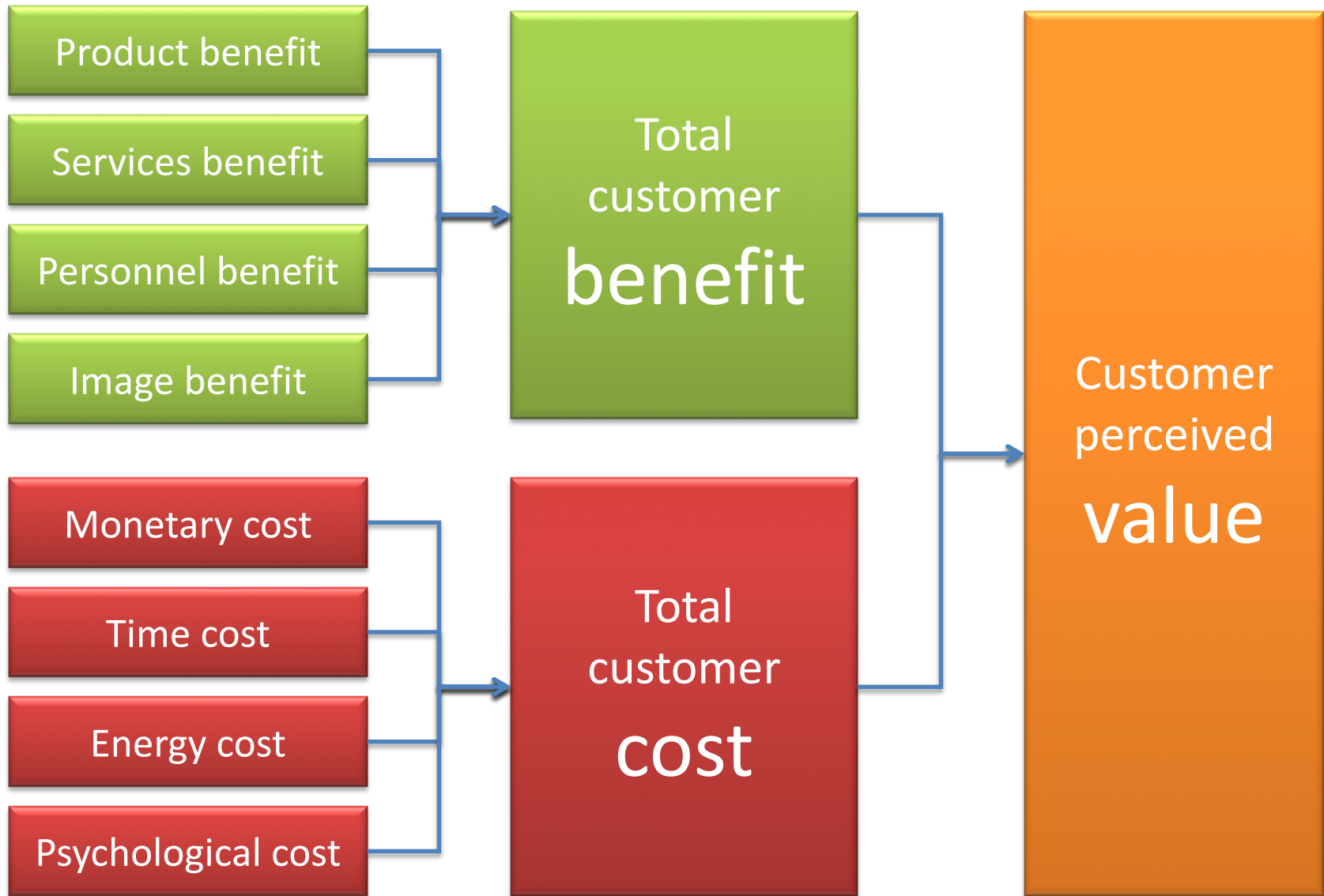
the sum of the  
tangible and  
intangible

benefits and costs

# Value

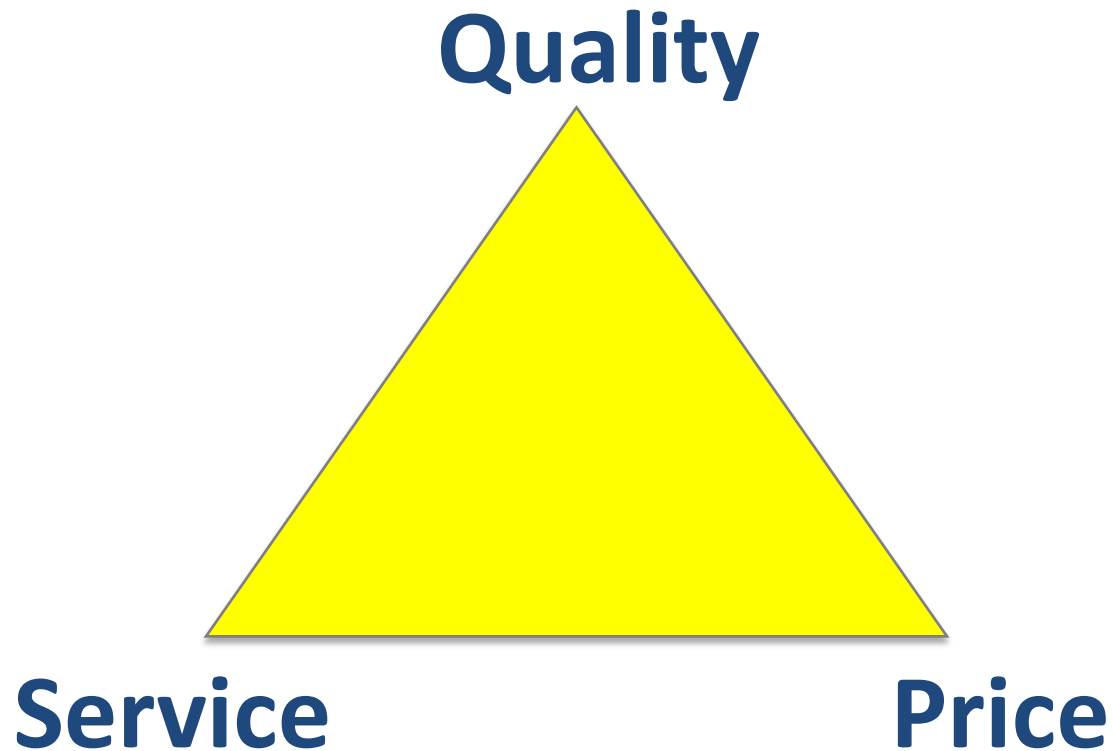


# Customer Perceived Value



# Customer Value Triad

Quality, Service, and Price  
(qsp)



# Value and Satisfaction

- **Marketing**

- identification, creation, communication, delivery, and monitoring of **customer value**.

- **Satisfaction**

- a person's judgment of a product's **perceived performance** in relationship to **expectations**

# **Building Customer Value, Satisfaction, and Loyalty**



# Satisfaction

“a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations”

# Loyalty

“a deeply held commitment to

**rebuy** or **repatronize**

a preferred product or service

in the future

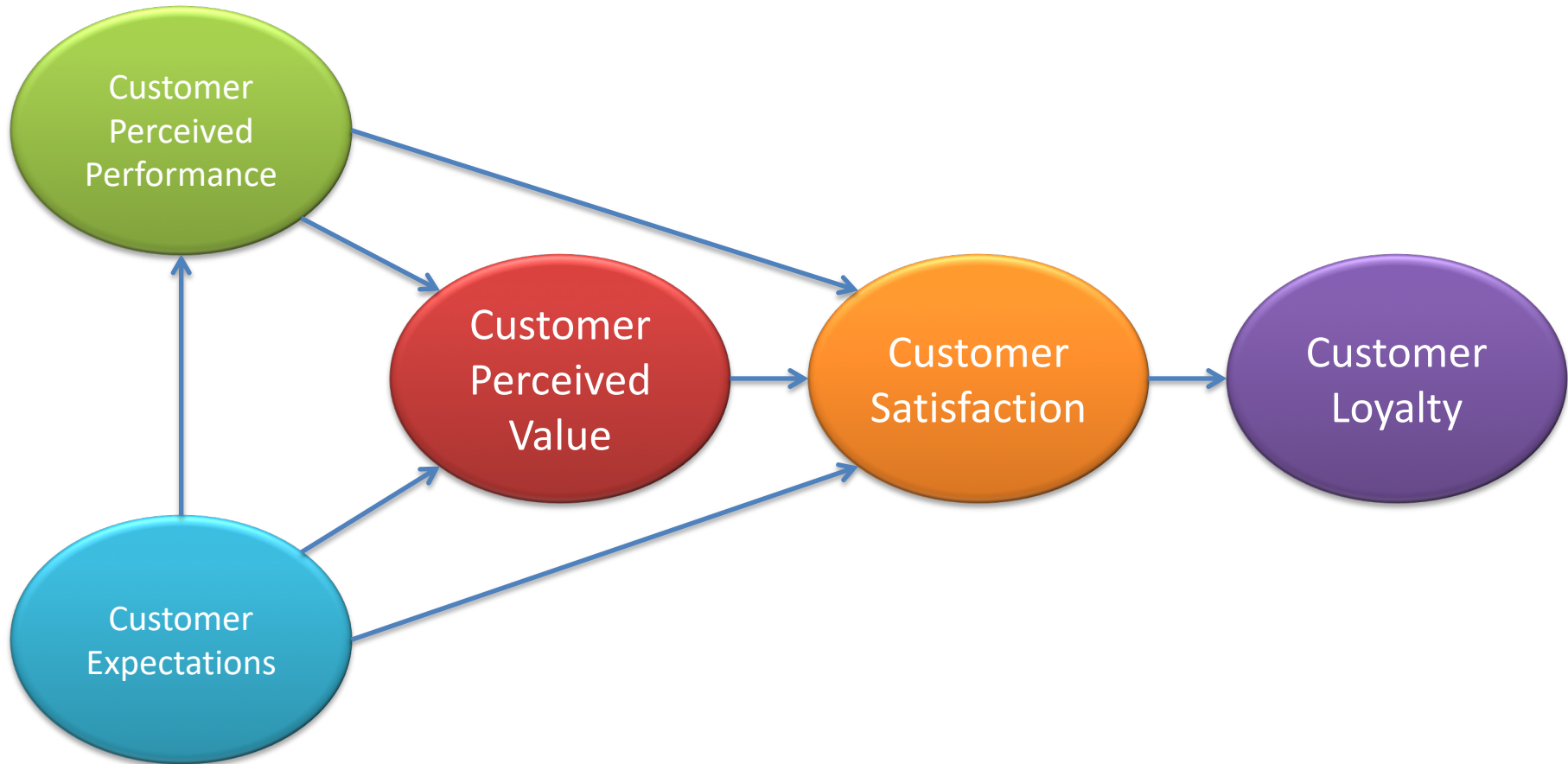
despite situational influences and

marketing efforts having the

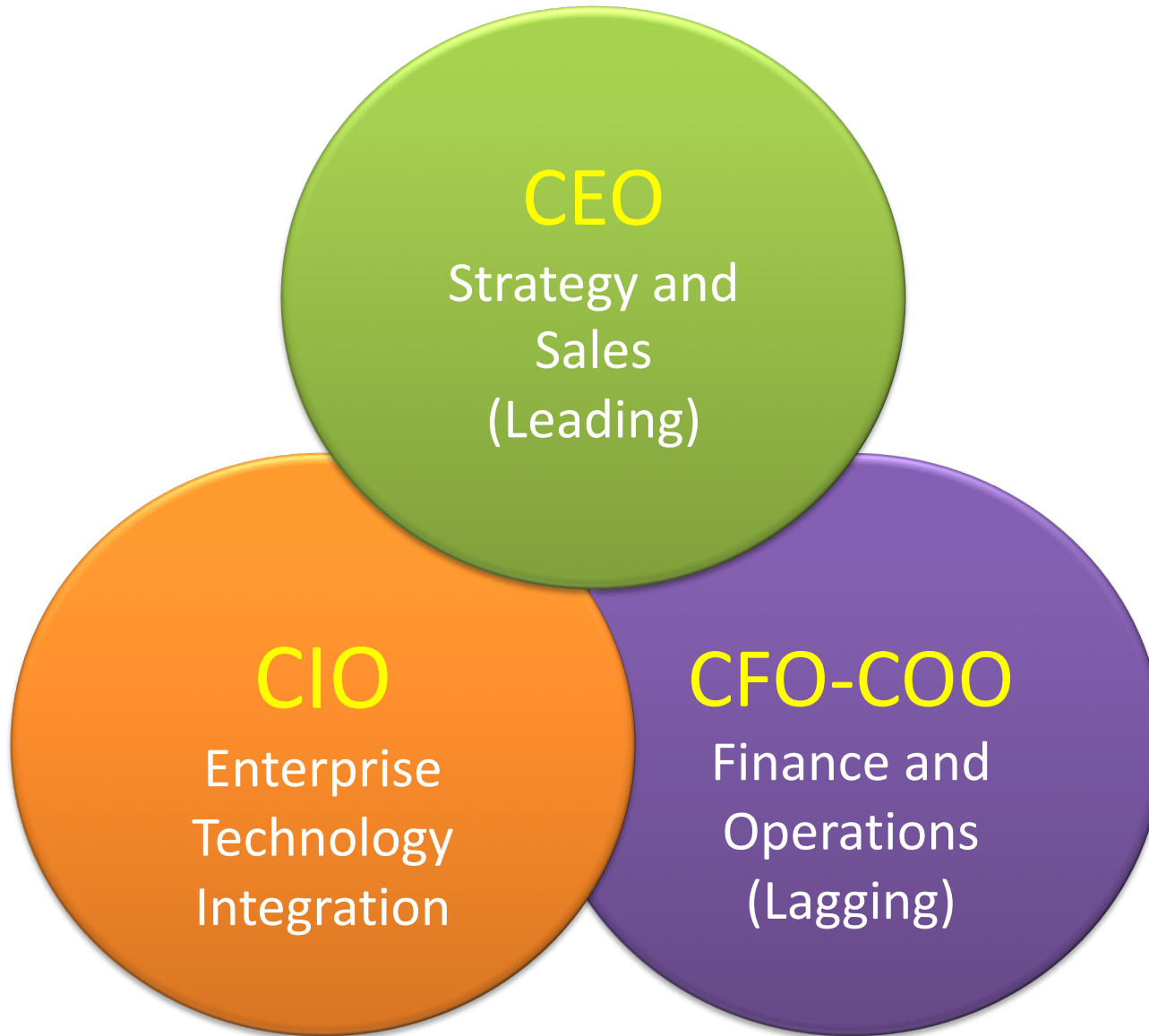
potential to cause switching

behavior.”

# Customer Perceived Value, Customer Satisfaction, and Loyalty



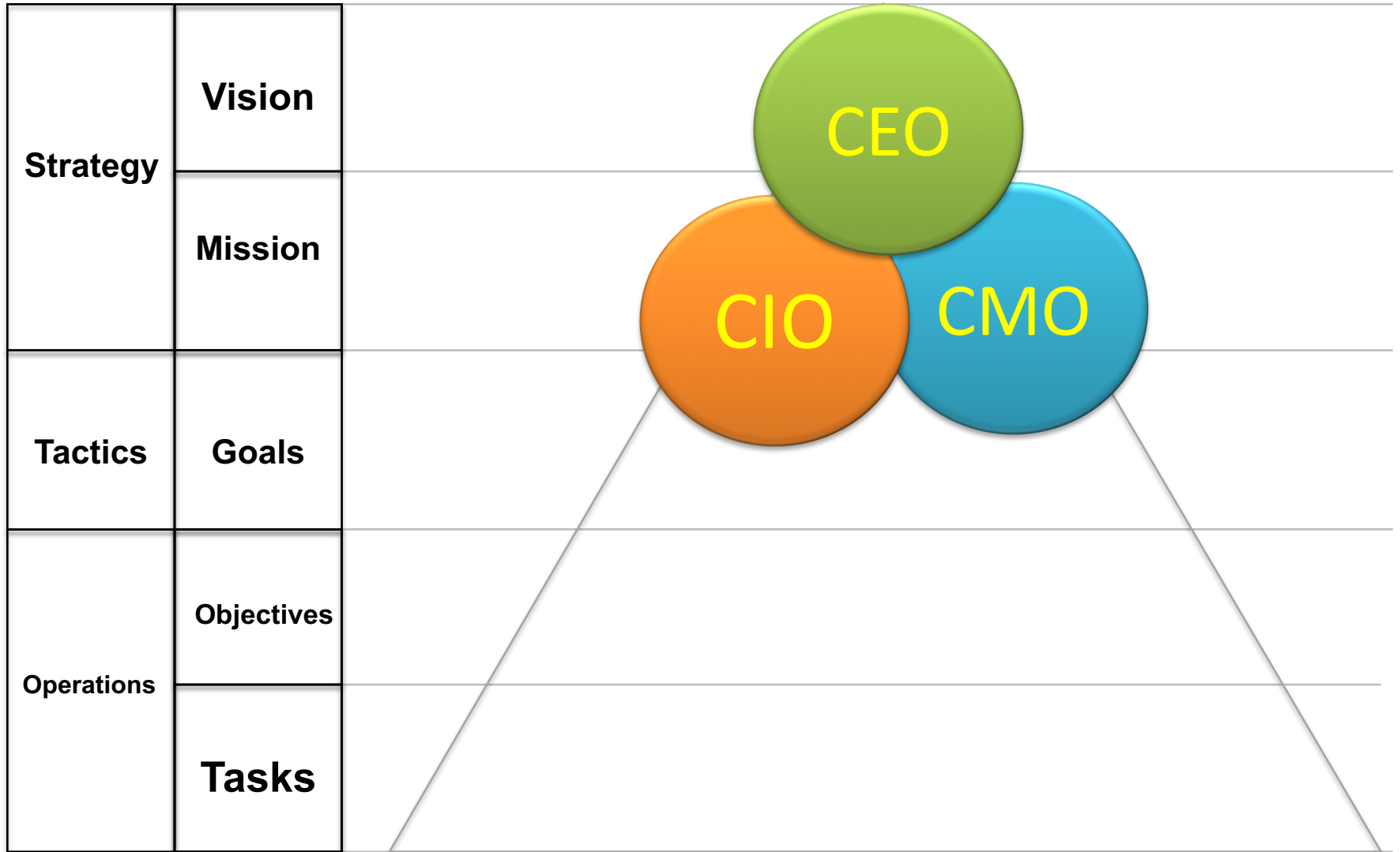
# CEO CIO CFO



# CEO CIO CMO



# CEO CIO CMO



**Nothing**  
**is**  
**so practical**  
**as a**  
**good theory**

# Case Study



# Case Study

- Harvard Business School
  - The Case Method at HBS
  - Inside the Case Method: The Entrepreneurial Manager
    - <http://www.youtube.com/watch?v=YWYbEVsVwe4> (15:56)



Source: <http://www.youtube.com/watch?v=YWYbEVsVwe4>

# Marketing Case Study 1:

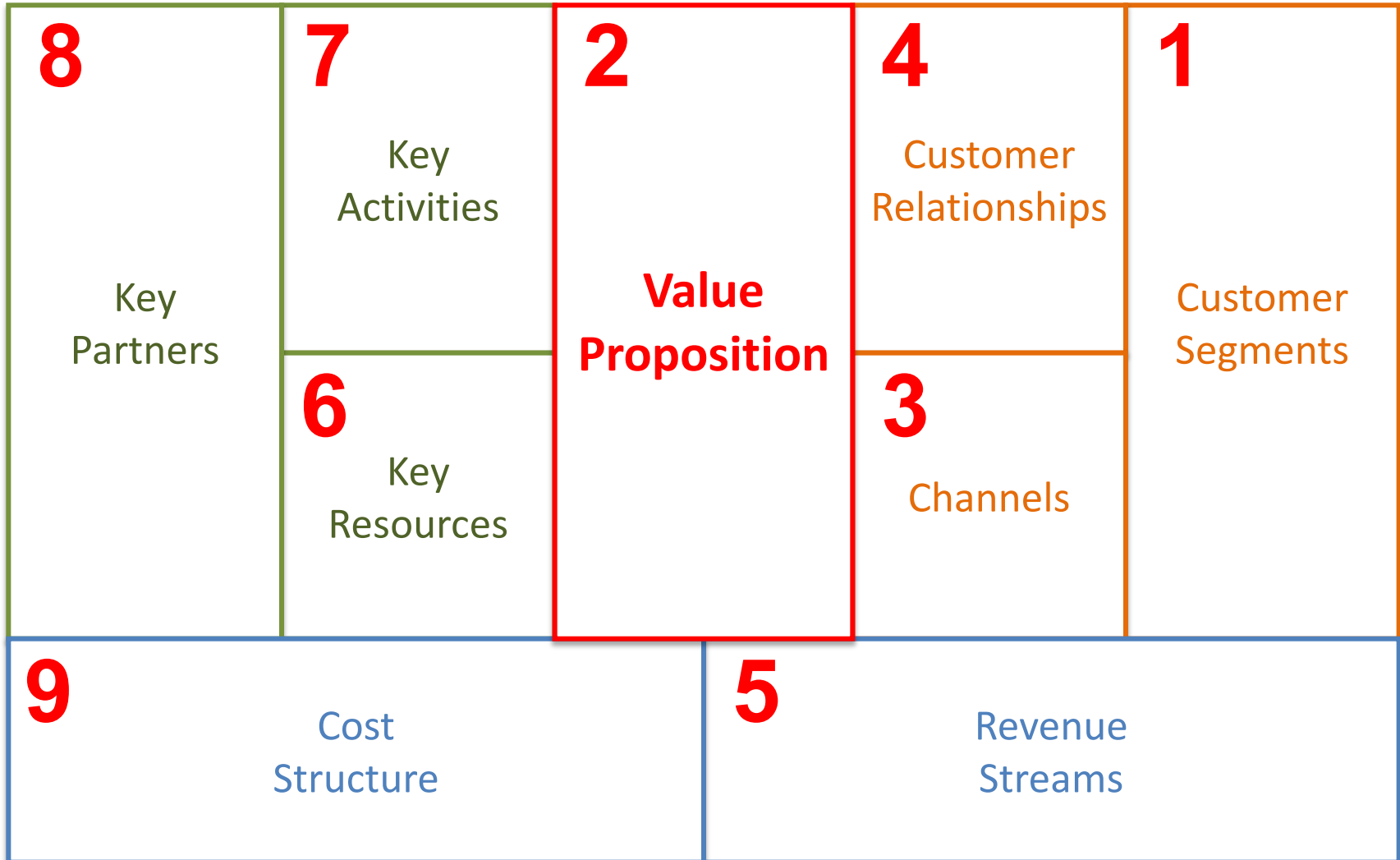
## Nike

(Ch1, pp.52-54)

1. What are the pros, cons, and risks associated with Nike's core marketing strategy?
2. If you were Adidas, how would you compete with Nike?

# Business Model

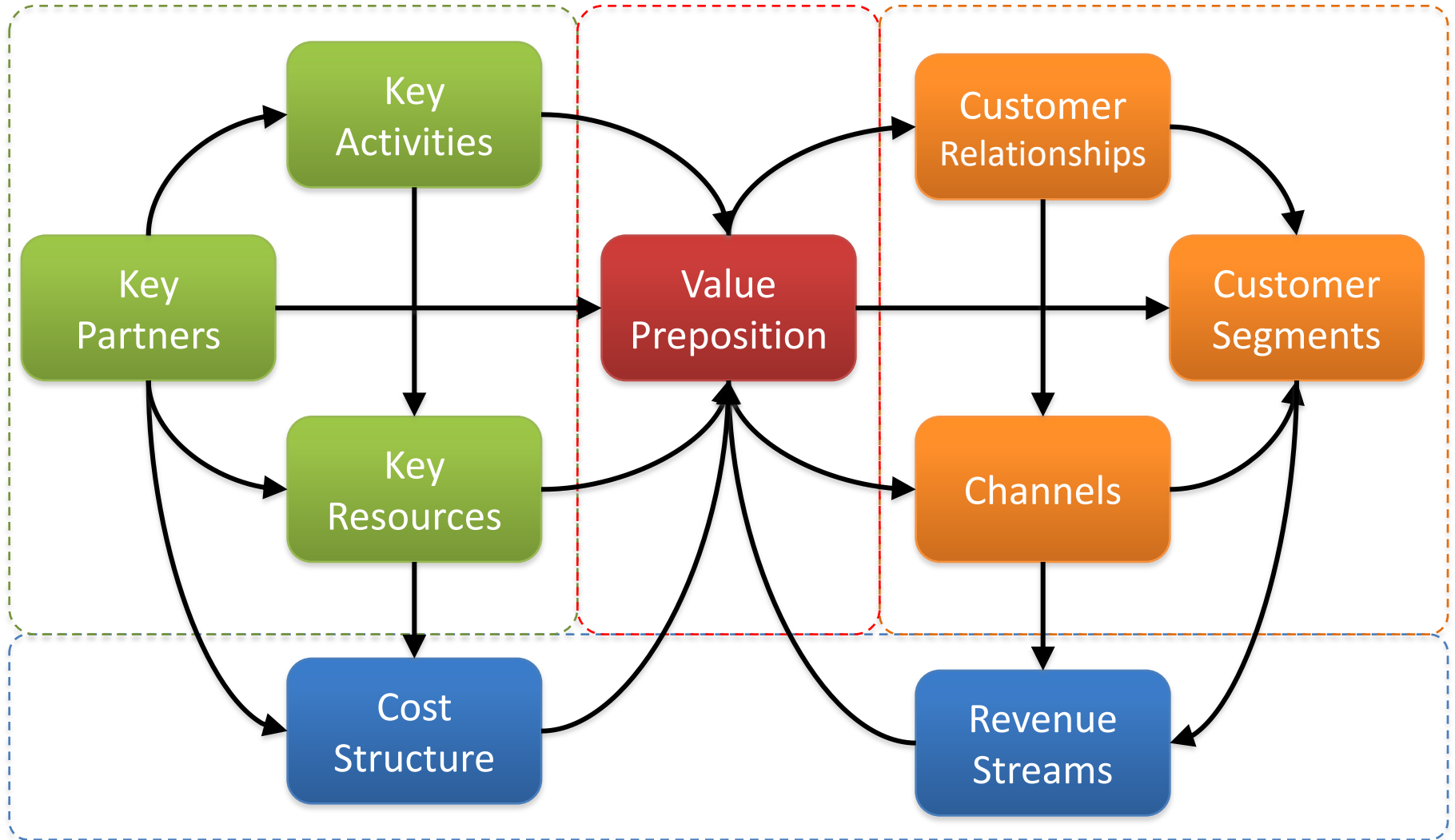
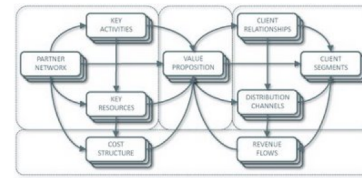
# Business Model



# Definition of **Business Model**

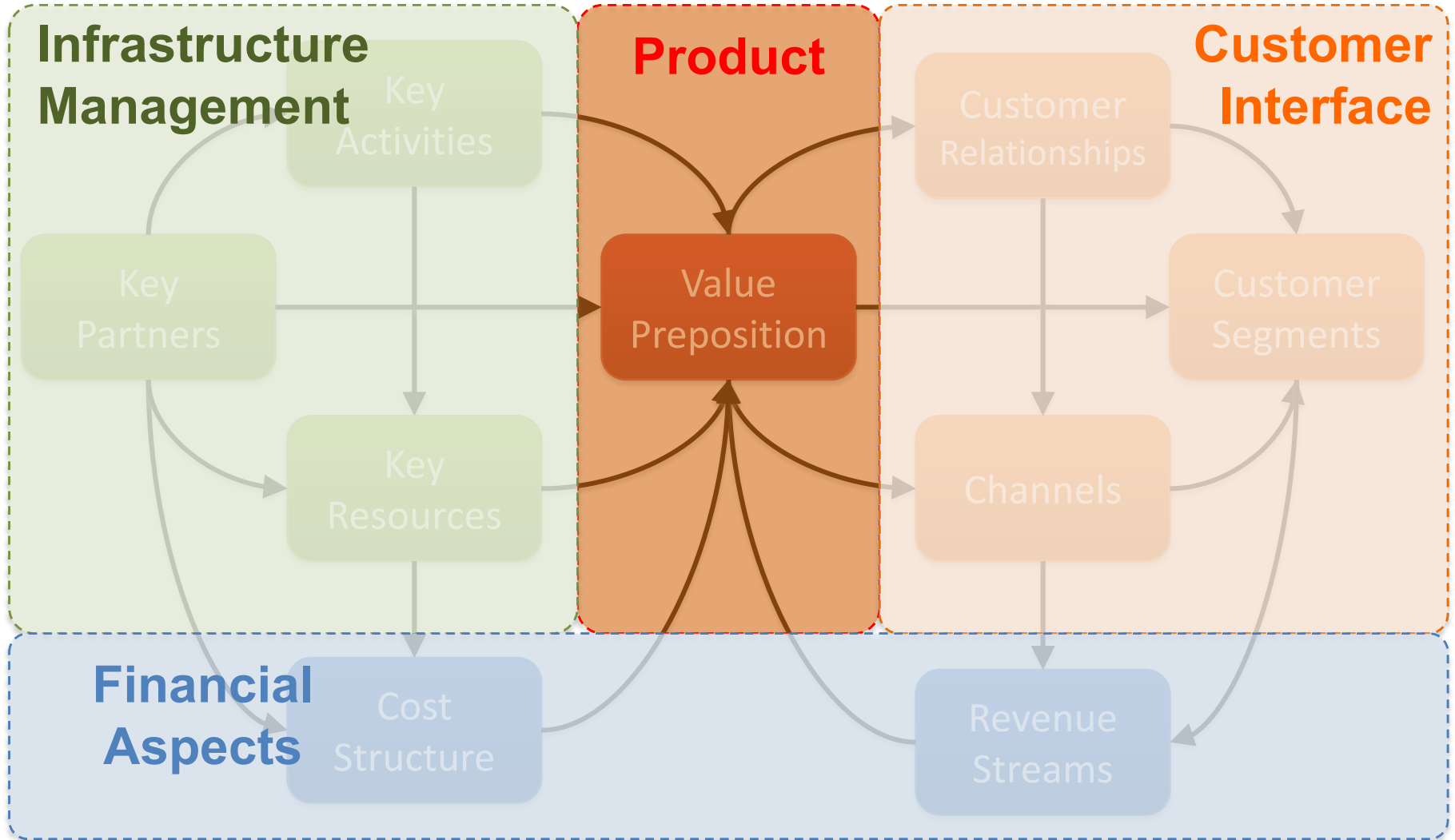
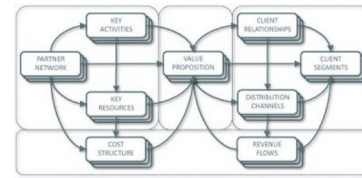
**A business model**  
describes the **rationale** of  
how an **organization**  
**creates, delivers, and captures**  
**value.**

# Business Model Canvas



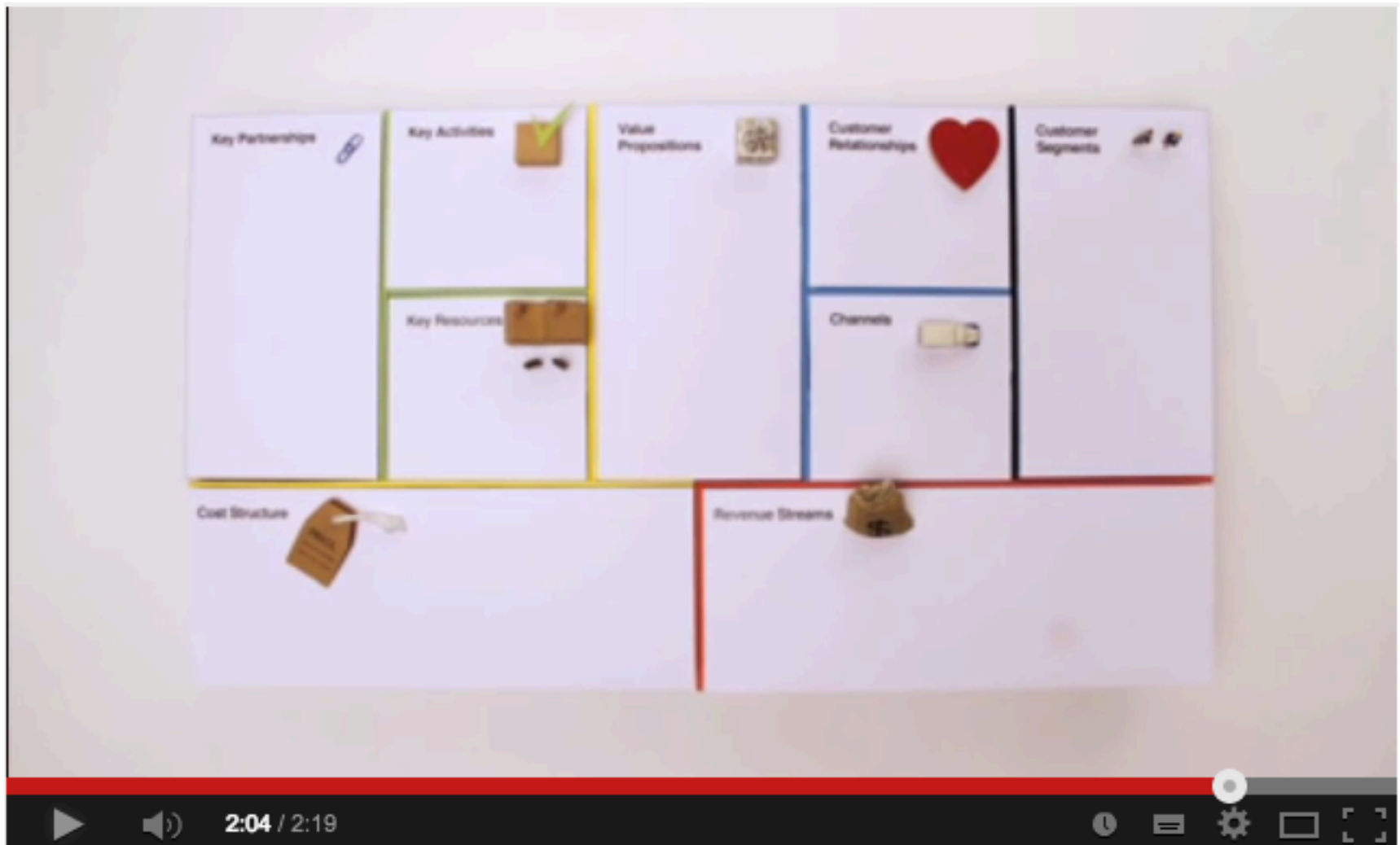
Source: [http://nonlinearthinking.typepad.com/nonlinear\\_thinking/2008/07/the-business-model-canvas.html](http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html)  
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

# Business Model Canvas



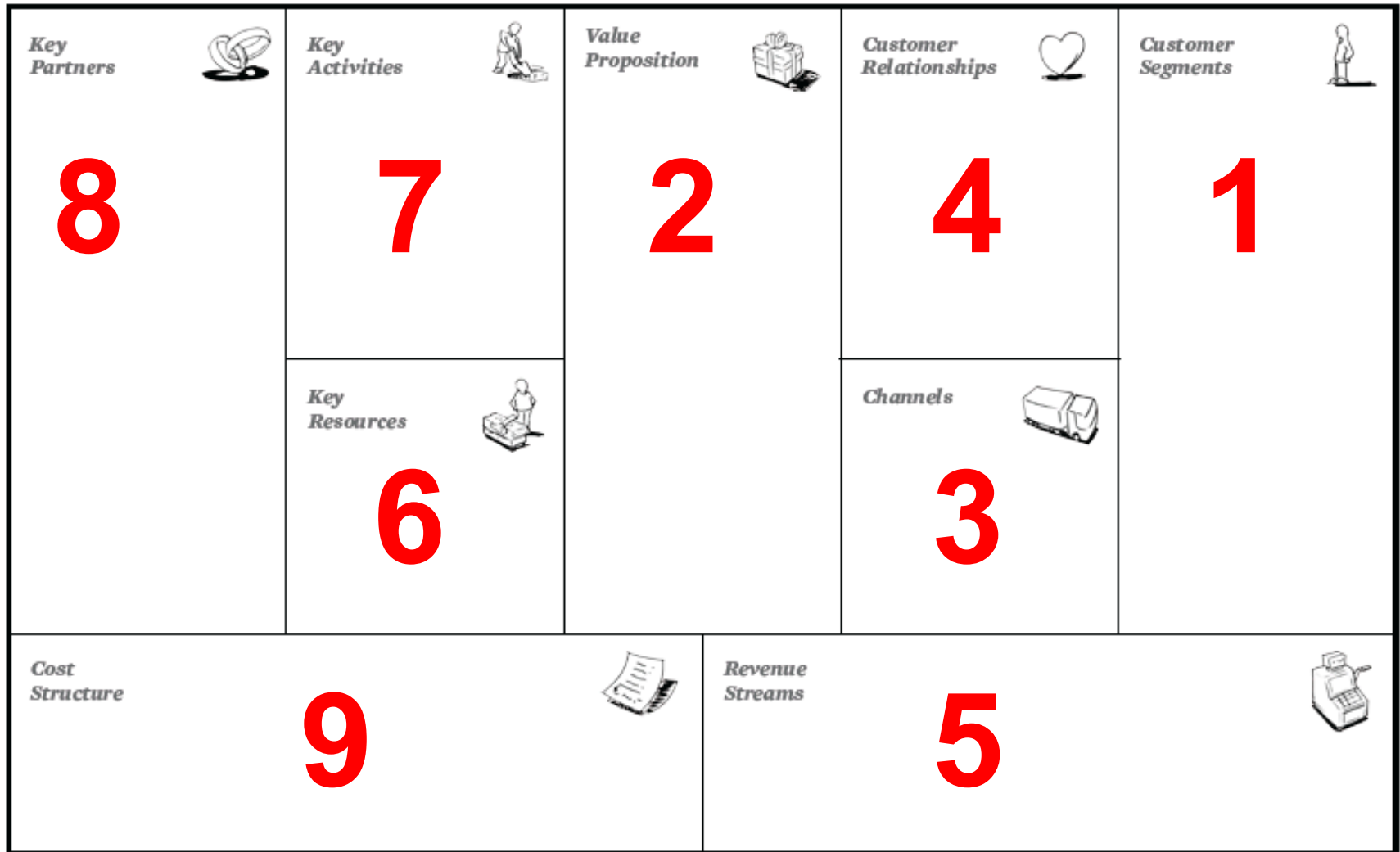
Source: [http://nonlinearthinking.typepad.com/nonlinear\\_thinking/2008/07/the-business-model-canvas.html](http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html)  
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

# Business Model Canvas Explained

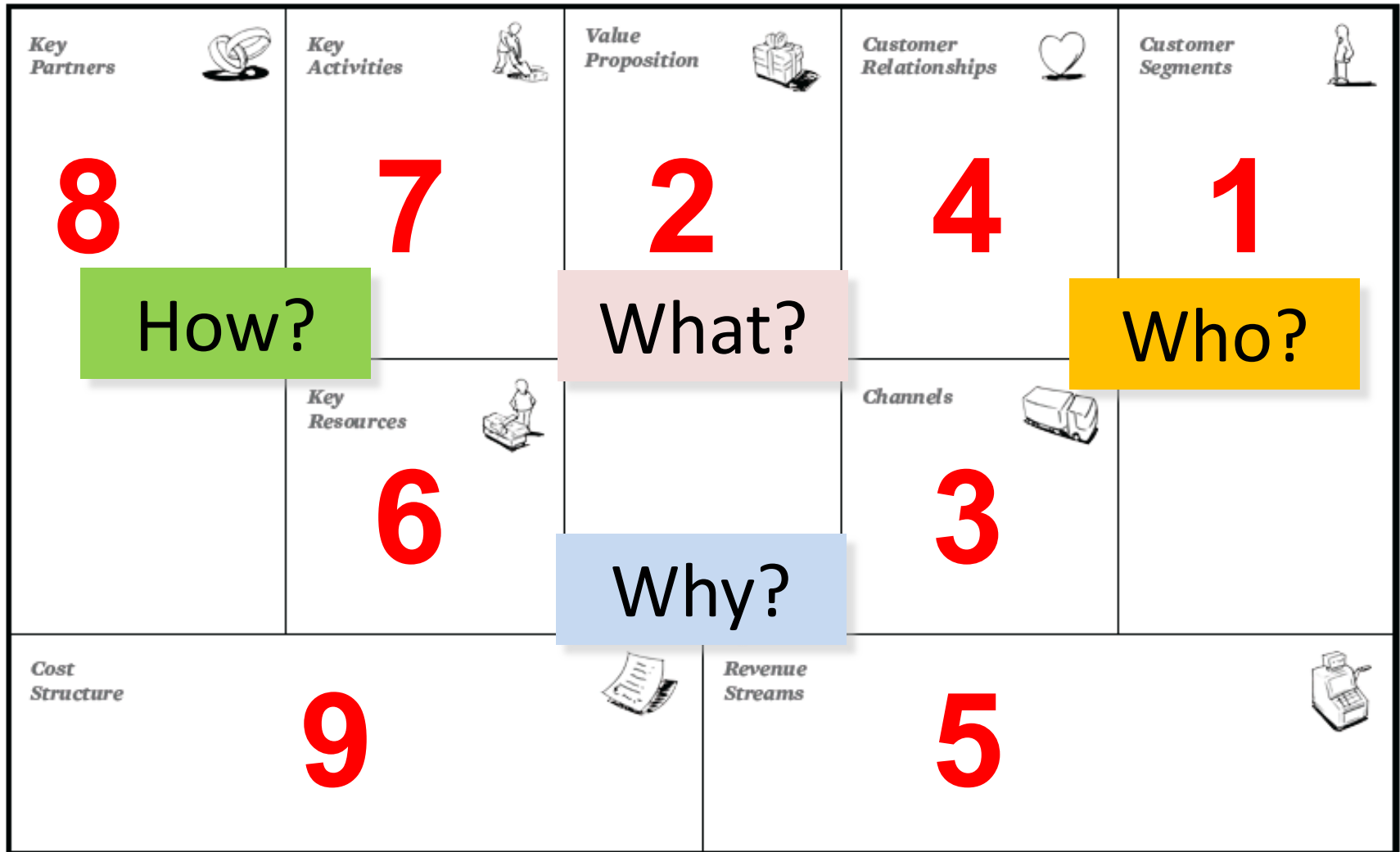




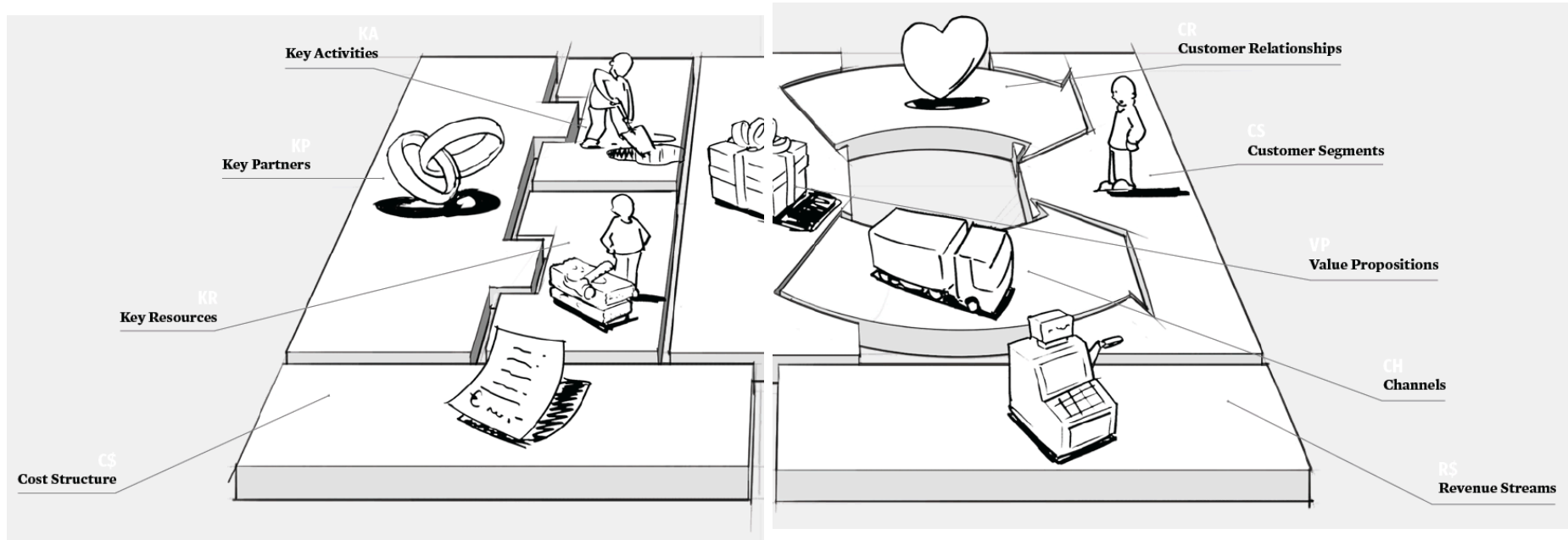
# The 9 Building Blocks of Business Model



# The 9 Building Blocks of Business Model

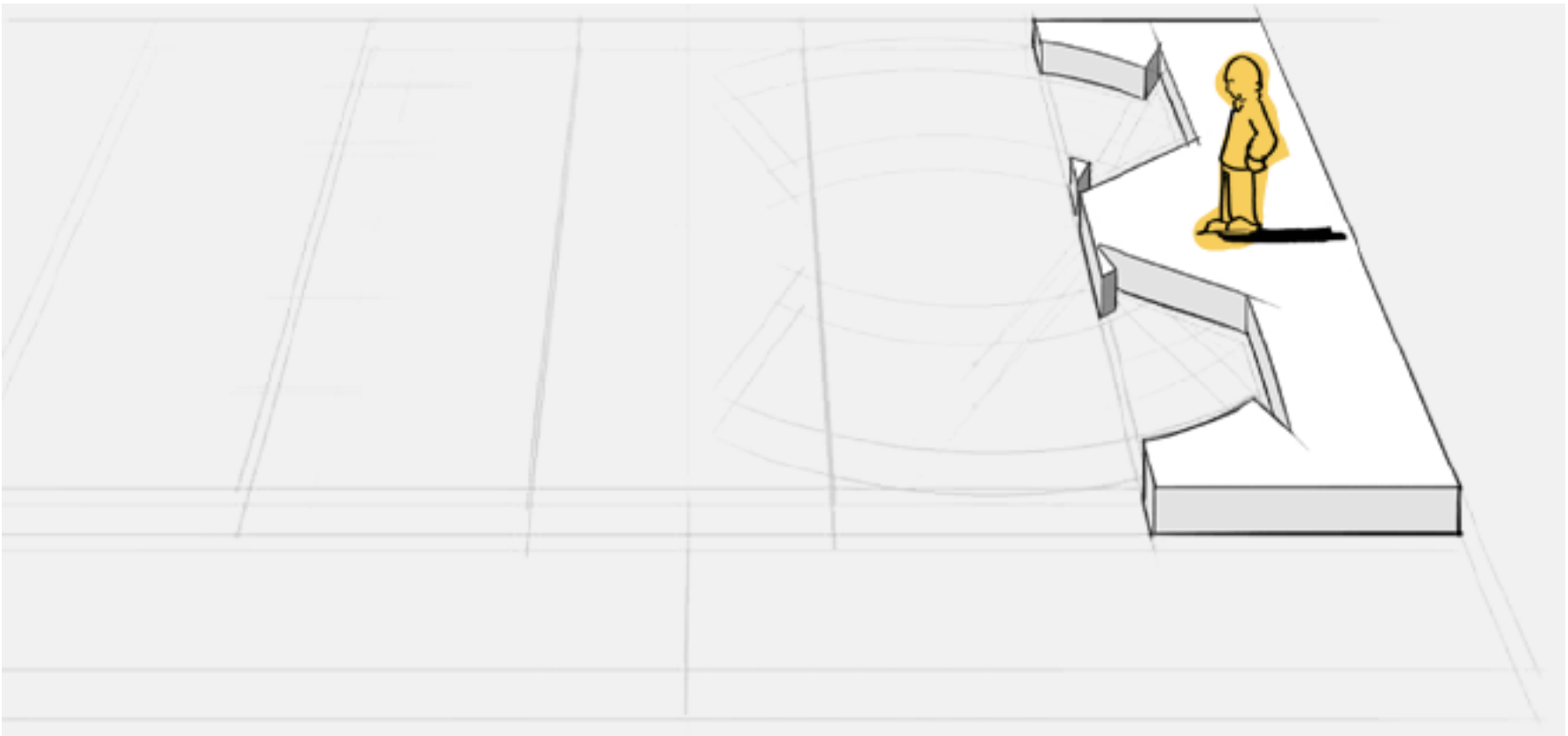


# The 9 Building Blocks of Business Model



# 1. Customer Segments

Defines the different groups of people or organizations an enterprise aims to reach and serve



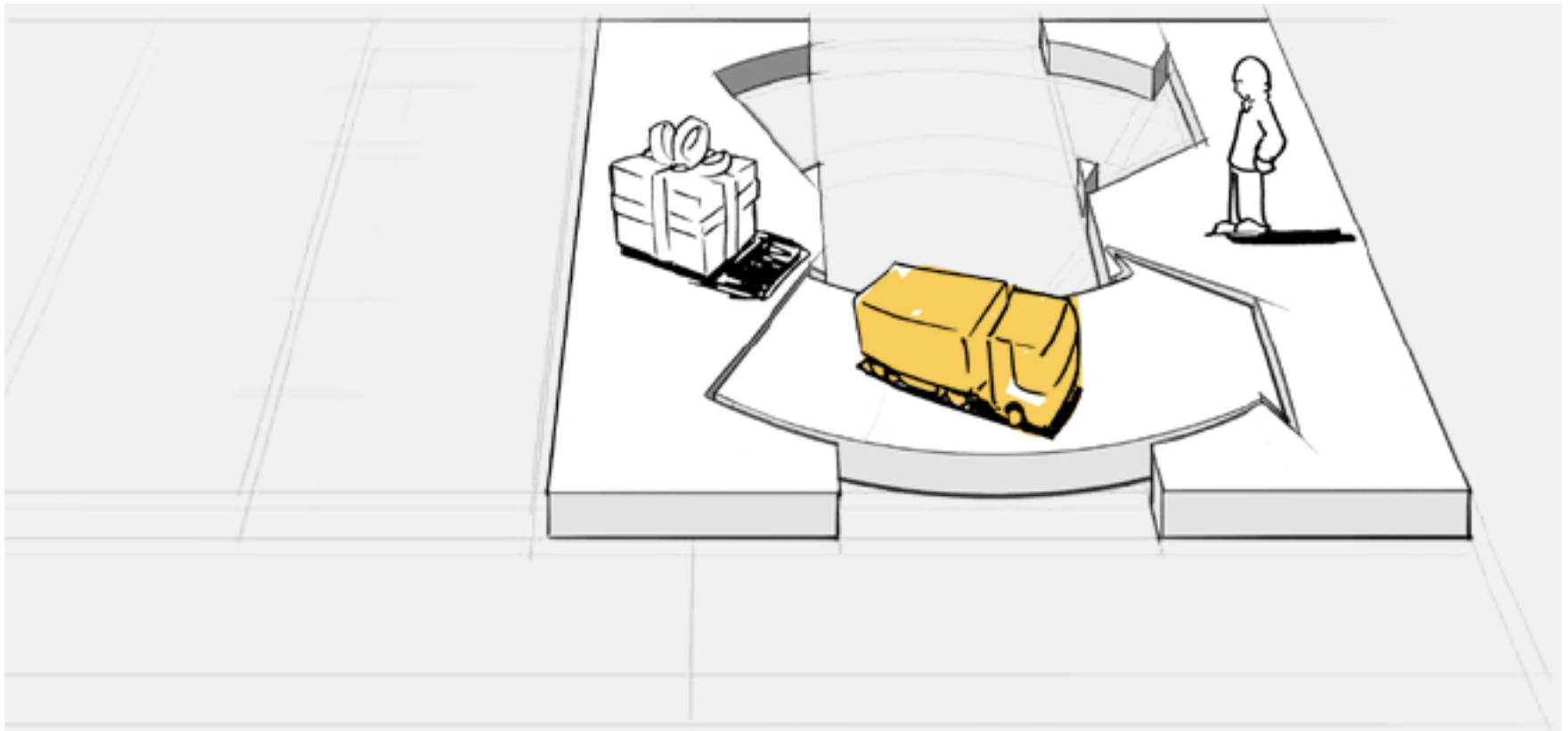
## 2. Value Propositions

Describes the bundle of products and services that create value for a specific Customer Segment



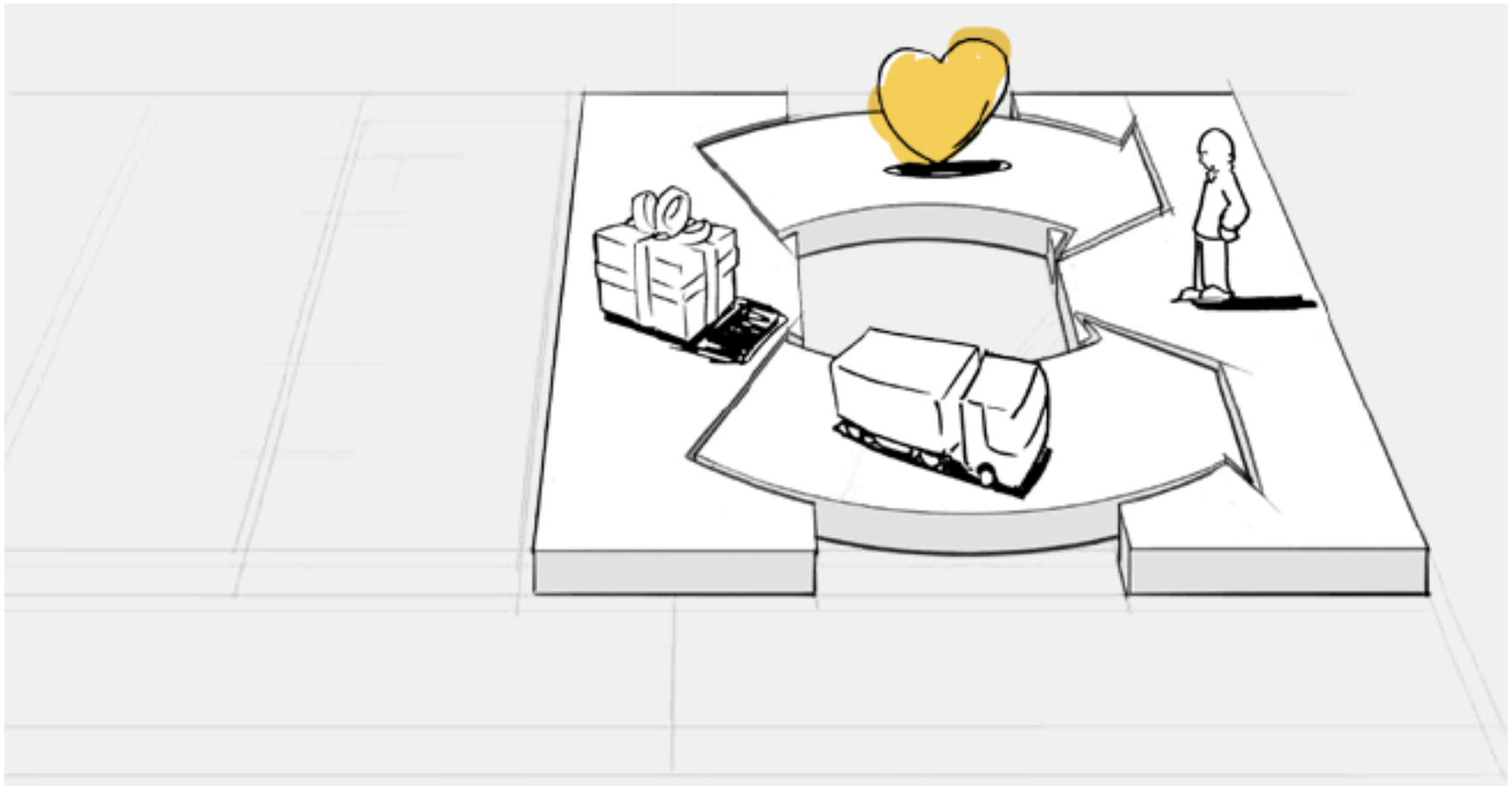
# 3. Channels

Describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition



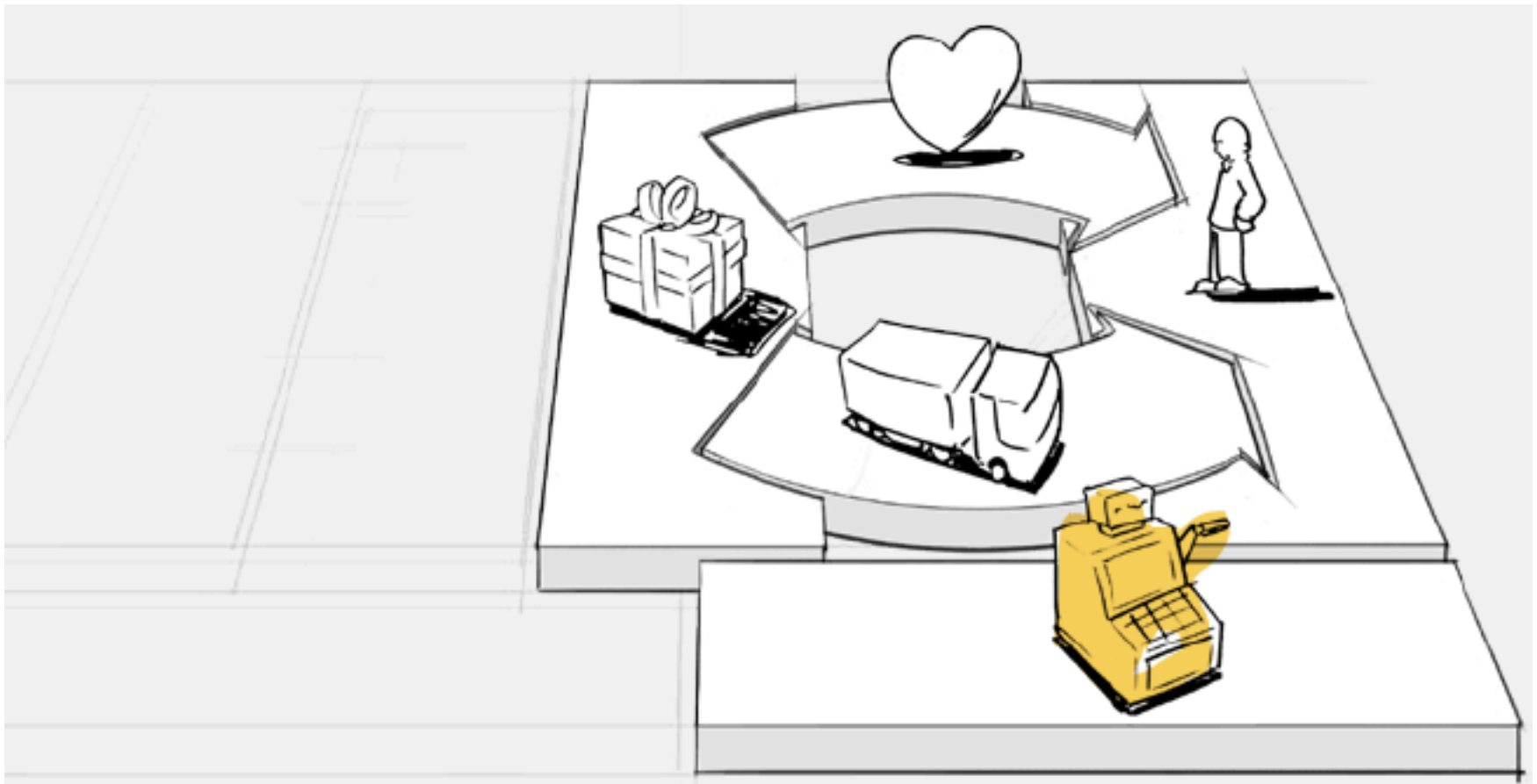
# 4. Customer Relationships

Describes the types of relationships a company establishes with specific Customer Segments



# 5. Revenue Streams

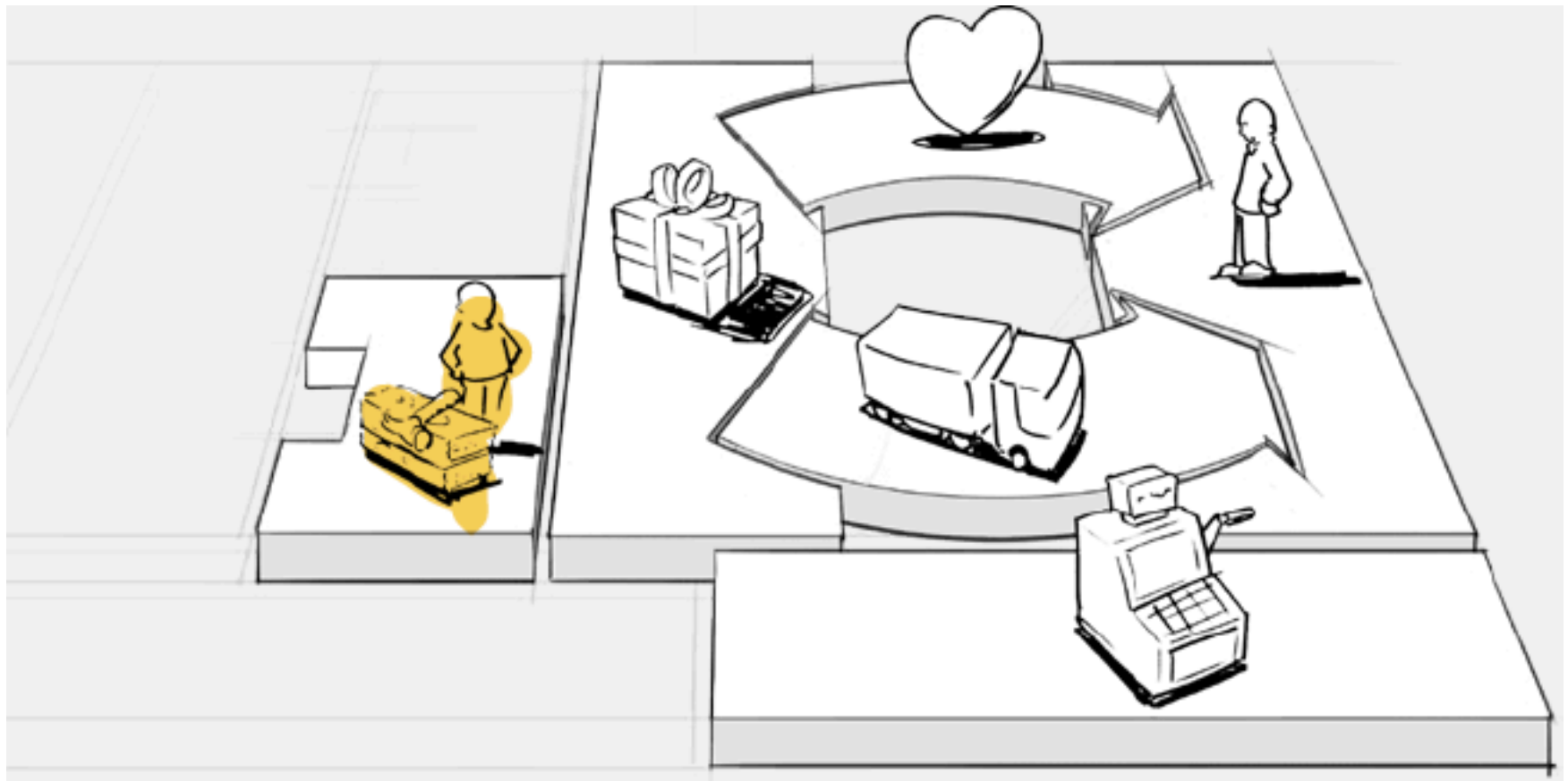
Represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings)





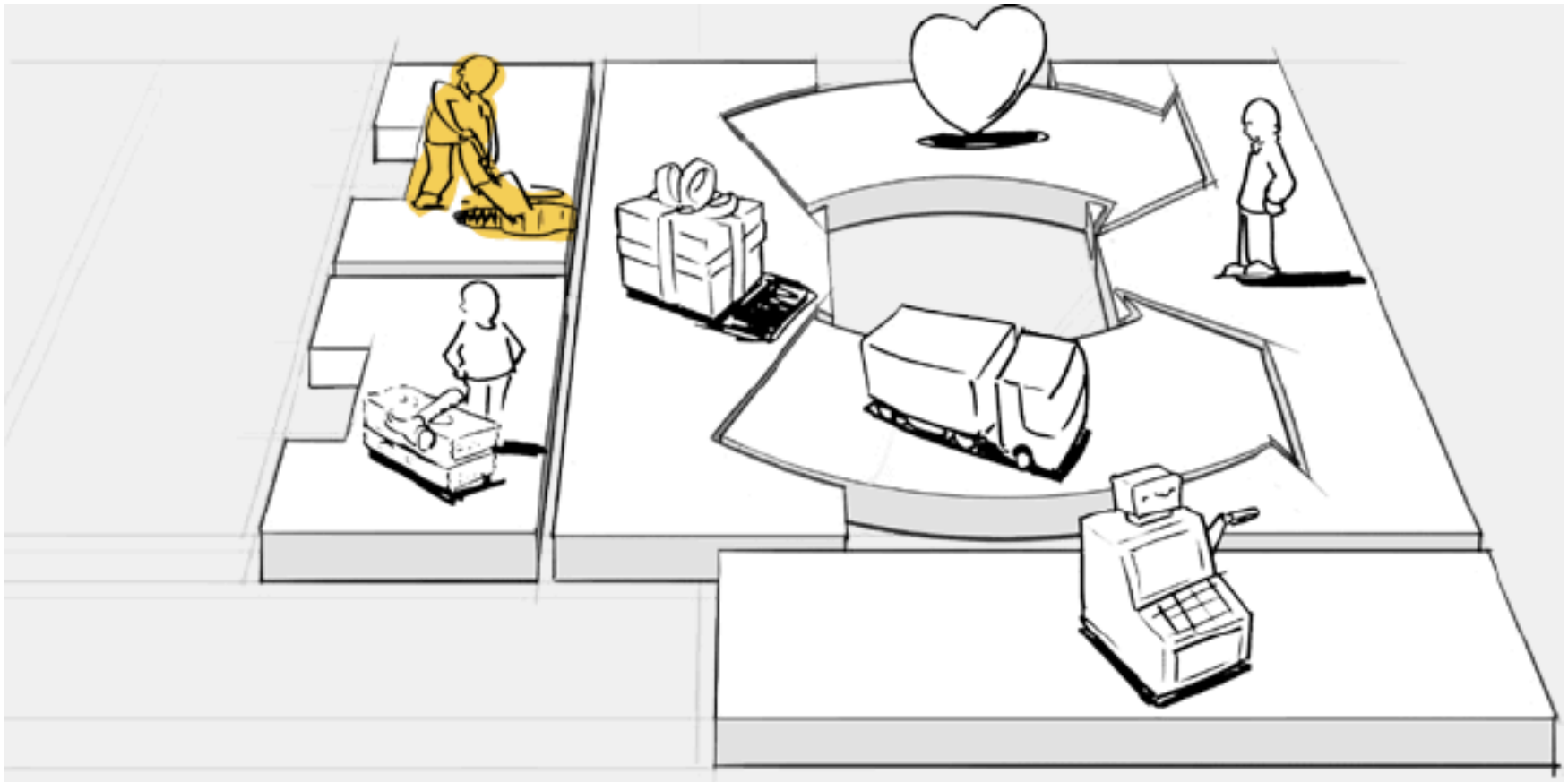
# 6. Key Resources

Describes the most important assets required to make a business model work



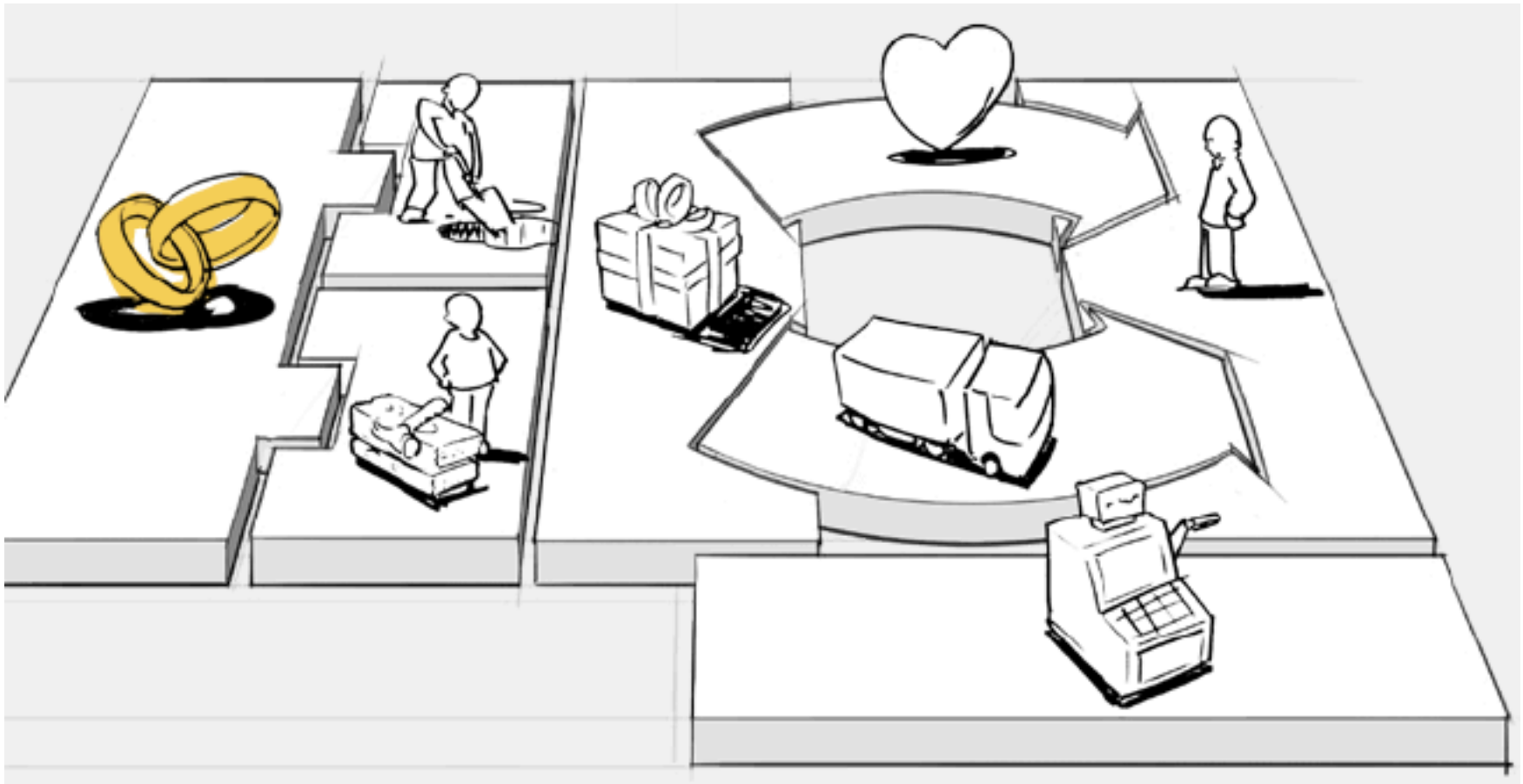
# 7. Key Activities

Describes the most important things a company must do to make its business model work



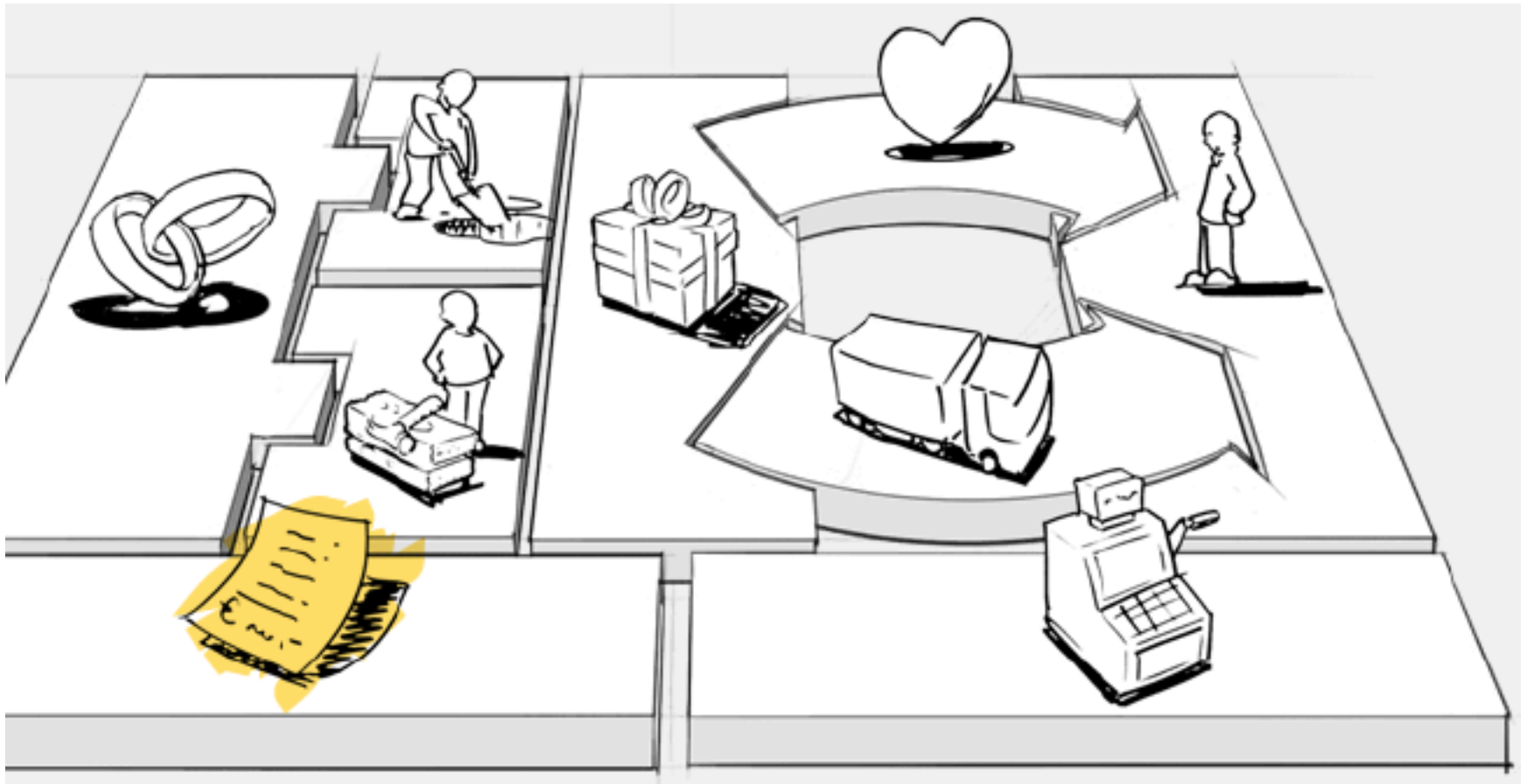
# 8. Key Partnerships

Describes the network of suppliers and partners that make the business model work



# 9. Cost Structure

Describes all costs incurred to operate a business model



# The 9 Building Blocks of Business Model

## 1. Customer Segments

- An organization serves one or several Customer Segments.

## 2. Value Propositions

- It seeks to solve customer problems and satisfy customer needs with value propositions.

## 3. Channels

- Value propositions are delivered to customers through communication, distribution, and sales Channels.

## 4. Customer Relationships

- Customer relationships are established and maintained with each Customer Segment.

# The 9 Building Blocks of Business Model

## 5. Revenue Streams

- Revenue streams result from value propositions successfully offered to customers.

## 6. Key Resources

- Key resources are the assets required to offer and deliver the previously described elements...

## 7. Key Activities

- ...by performing a number of Key Activities.

## 8. Key Partnerships

- Some activities are outsourced and some resources are acquired outside the enterprise.

## 9. Cost Structure

- The business model elements result in the cost structure.

# Marketing Strategy

# Marketing Plan

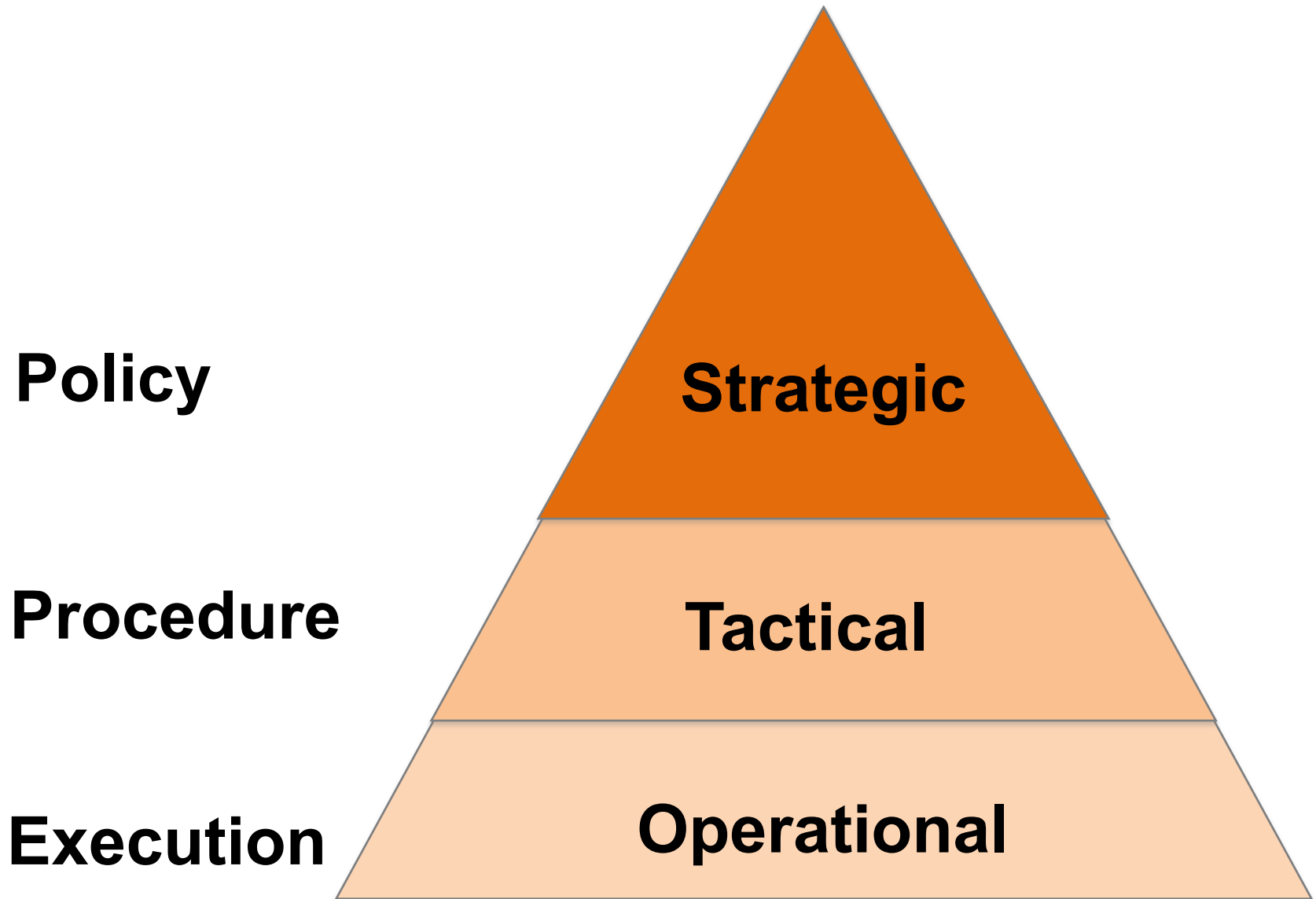


# Strategy

vs.

# Tactics

# Strategy vs. Tactics



# Strategy vs. Tactics

Strategy	Tactics
Planning	Doing
Large Scale	Smaller Scale
Why	How
Difficult to Copy	Easy to Copy
Long Time Frame	Short Time Frame

Strategy

Plans

Tactics

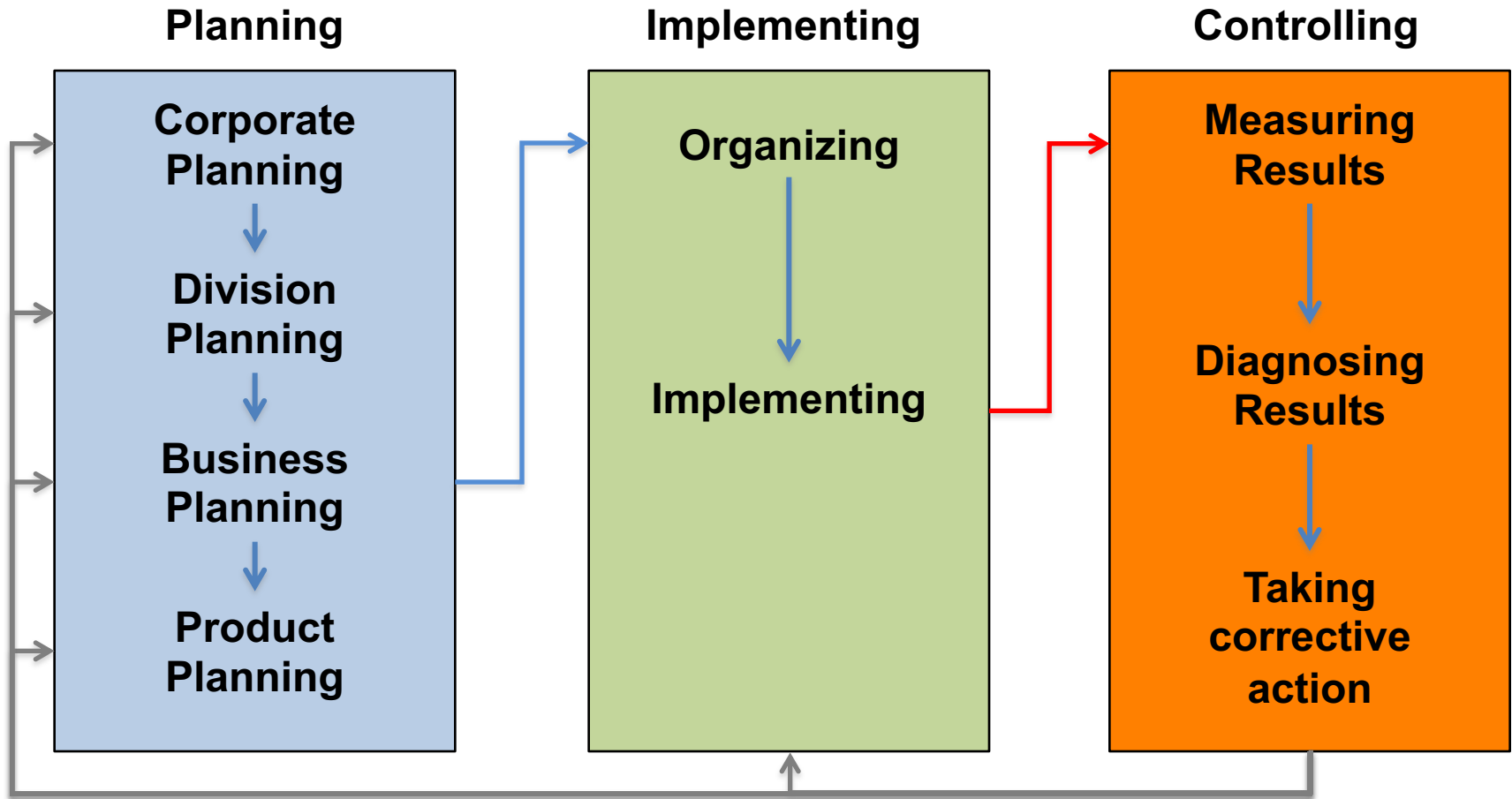
# Strategy > Plans > Tactics

- Strategy involves a **blueprint** for gaining a **competitive advantage**.
- Plans are the second-level **goals** in the hierarchy.
  - A complex strategy may contain many plans.
- Tactics are the **step-by-step methods** you use to accomplish a plan.

# Marketing Planning Process

1. Analyzing marketing opportunities
2. Selecting target markets
3. Designing marketing strategies
4. Developing marketing programs
5. Managing the marketing effort

# The Strategic Planning, Implementation, and Control Processes



# Marketing Plan

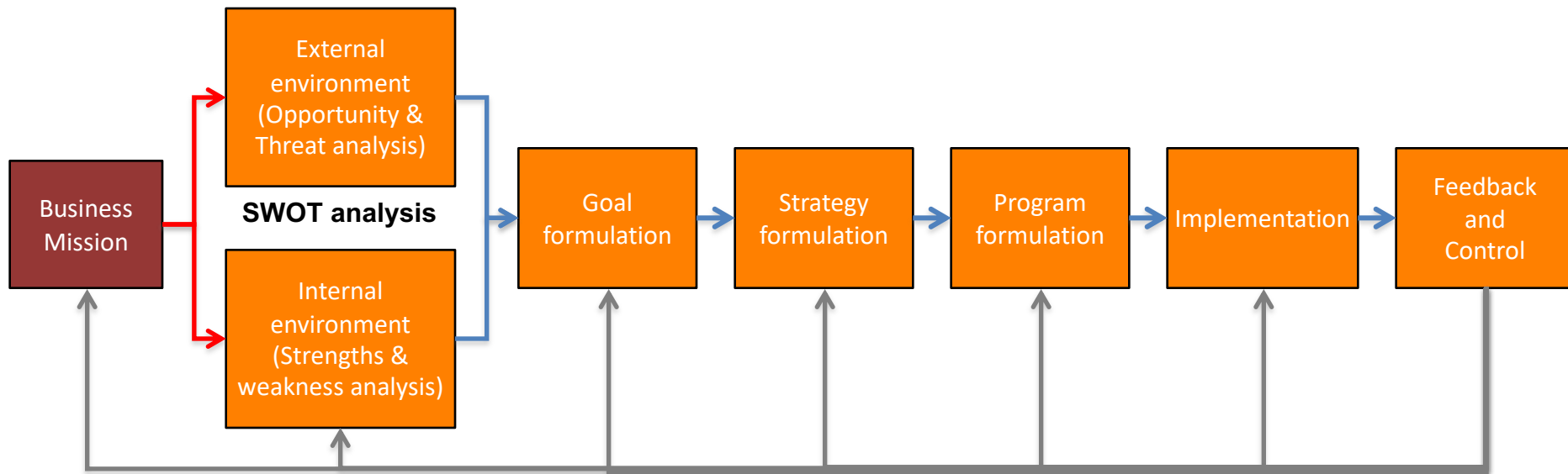
- The **strategic marketing plan** lays out the **target markets** and the firm's **value proposition**, based on an analysis of the best **market opportunities**.



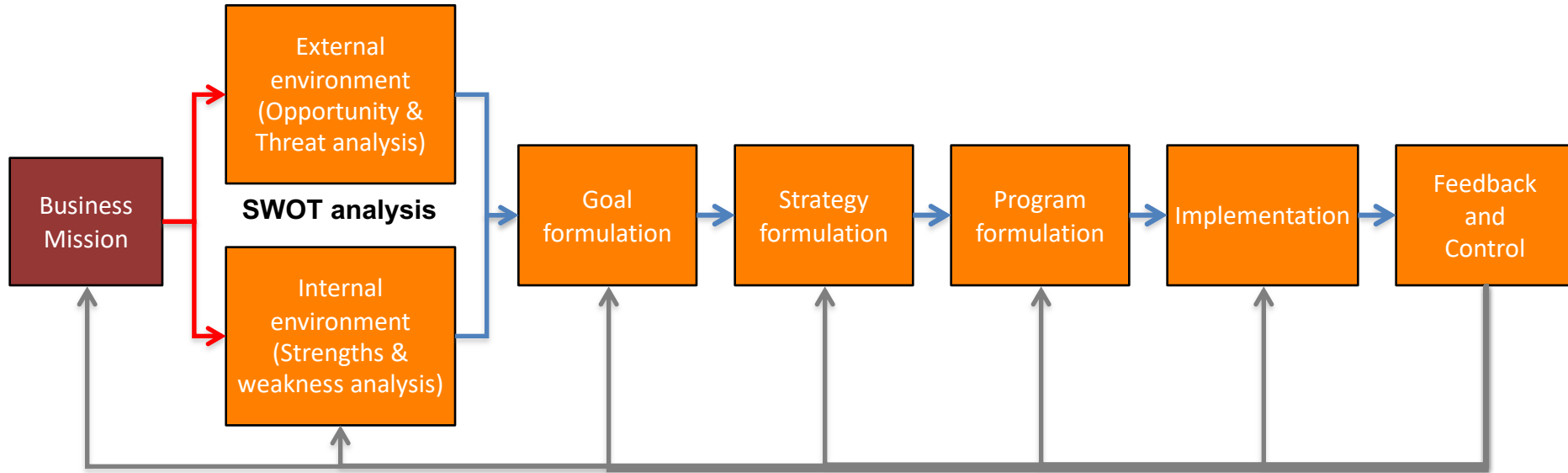
# Marketing Plan

- The **tactical marketing plan** specifies the **marketing tactics**, including **product features**, **promotion**, **merchandising**, **pricing**, **sales channels**, and **service**.

# Business Unit Strategic-Planning Process



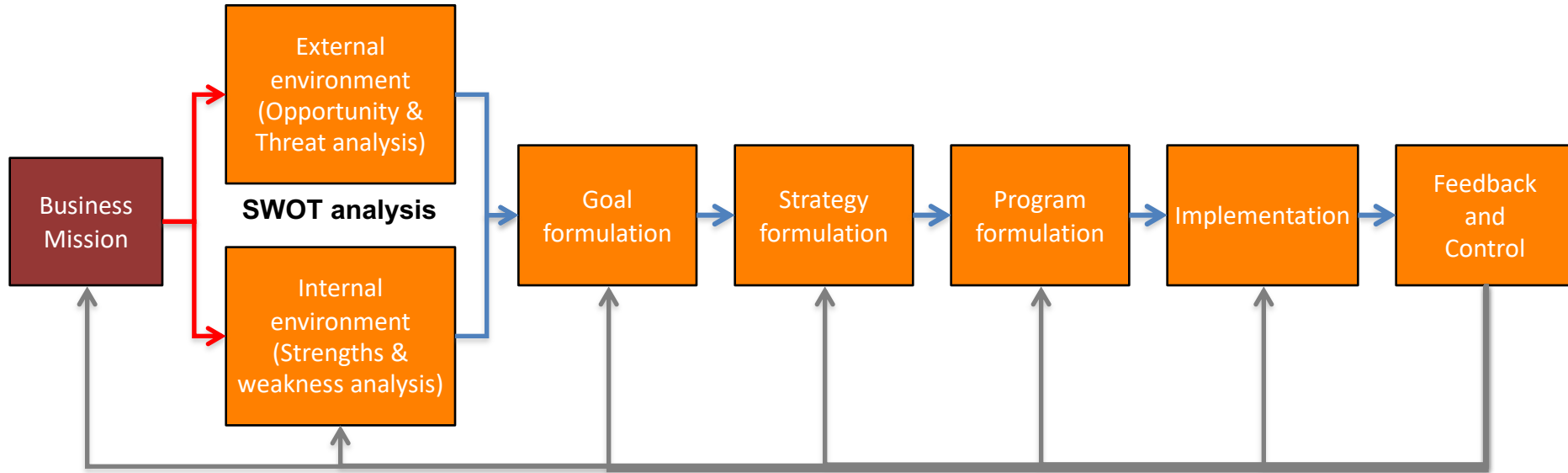
# Business Unit Strategic-Planning Process



1

Business  
Mission

# Business Unit Strategic-Planning Process



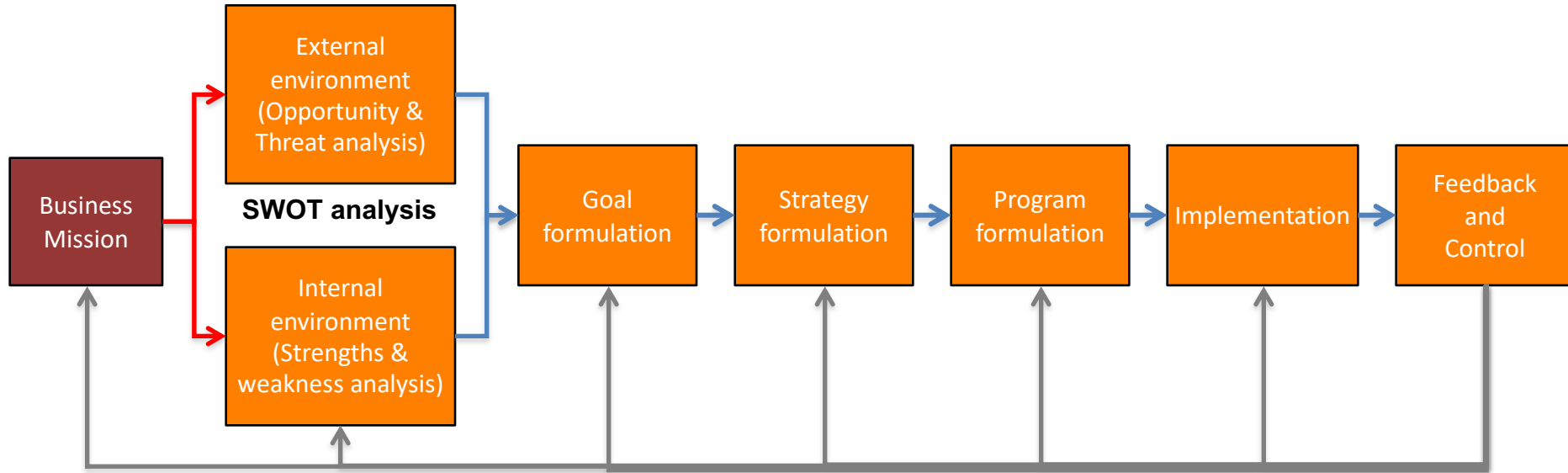
# 2

External environment  
(Opportunity & Threat analysis)

**SWOT analysis**

Internal environment  
(Strengths & weakness analysis)

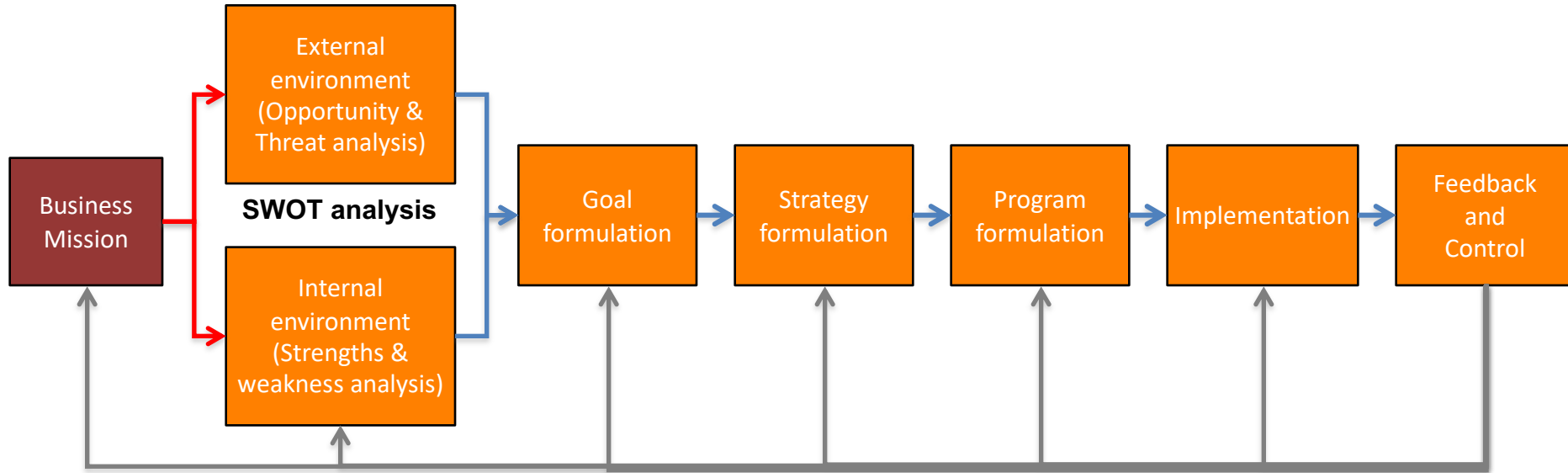
# Business Unit Strategic-Planning Process



3

Goal  
formulation

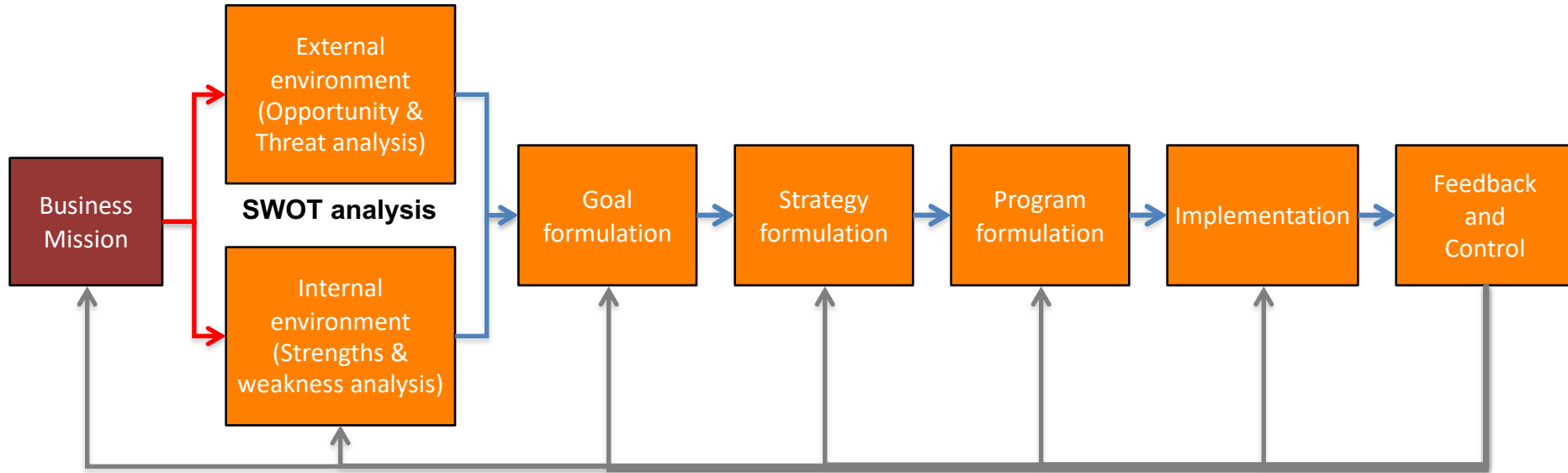
# Business Unit Strategic-Planning Process



4

Strategy  
formulation

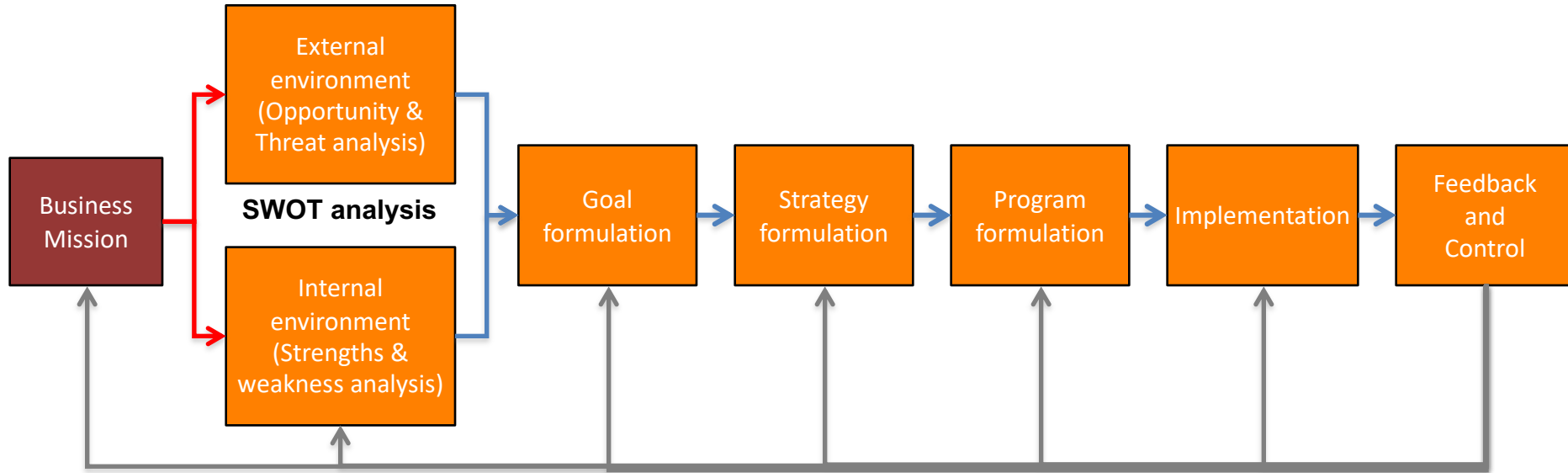
# Business Unit Strategic-Planning Process



5

Program  
formulation

# Business Unit Strategic-Planning Process

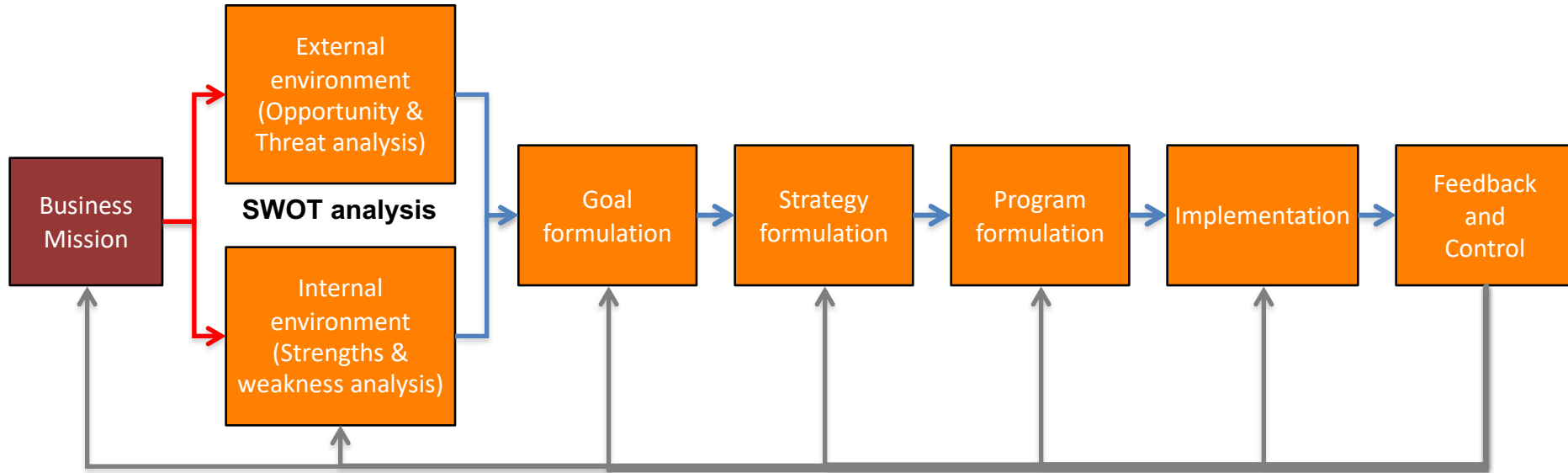


6

Implementation



# Business Unit Strategic-Planning Process



7

Feedback  
and  
Control

# Marketing Plan Contents

1. Executive summary (1.0)
2. Table of contents
3. Situation analysis (2.0) (Ch1)
4. Marketing strategy (3.0) (Ch2)
5. Marketing tactics (4.0) (Ch3)
6. Financial projections (5.0) (Ch4)
7. Implementation controls (6.0) (Ch5)

# Sample Marketing Plan

- **1.0 Executive Summary**
- 2.0 Situation Analysis
- 3.0 Marketing Strategy
- 4.0 Marketing Tactics
- 5.0 Financials
- 6.0 Controls

1.0  
Executive  
Summary

2.0  
Situation  
Analysis

3.0  
Marketing  
Strategy

4.0  
Marketing  
Tactics

5.0  
Financials

6.0  
Controls

# Sample Marketing Plan

## 2.0 Situation Analysis

- 2.1 Market Summary
- 2.2 SWOT Analysis
- 2.3 Competition
- 2.4 Product Offering
- 2.5 Keys to Success
- 2.6 Critical Issues

1.0  
Executive  
Summary

2.0  
Situation  
Analysis

3.0  
Marketing  
Strategy

4.0  
Marketing  
Tactics

5.0  
Financials

6.0  
Controls

# Sample Marketing Plan

## 2.1 Market Summary

- 2.1.1 Market Demographics
  - Geographics
  - Demographics
  - Behavior Factors
- 2.1.2 Market Needs
- 2.1.3 Market Trends
- 2.1.4 Market Growth

1.0  
Executive  
Summary

2.0  
Situation  
Analysis

3.0  
Marketing  
Strategy

4.0  
Marketing  
Tactics

5.0  
Financials

6.0  
Controls

# Sample Marketing Plan

## 3.0 Marketing Strategy

- 3.1 Mission
- 3.2 Marketing Objectives
- 3.3 Financial Objectives
- 3.4 Target Markets
- 3.5 Positioning

1.0  
Executive  
Summary

2.0  
Situation  
Analysis

3.0  
Marketing  
Strategy

4.0  
Marketing  
Tactics

5.0  
Financials

6.0  
Controls

# Sample Marketing Plan

## 4.0 Marketing Tactics

- 4.1 Product
- 4.2 Pricing
- 4.3 Distribution (Place)
- 4.4 Communications (Promotion)
- 4.5 Marketing Research

1.0  
Executive  
Summary

2.0  
Situation  
Analysis

3.0  
Marketing  
Strategy

4.0  
Marketing  
Tactics

5.0  
Financials

6.0  
Controls

# Sample Marketing Plan

## 5.0 Financials

- 5.1 Break-Even Analysis
- 5.2 Sales Forecast
- 5.3 Expense Forecast

1.0  
Executive  
Summary

2.0  
Situation  
Analysis

3.0  
Marketing  
Strategy

4.0  
Marketing  
Tactics

5.0  
Financials

6.0  
Controls



# Sample Marketing Plan

## 6.0 Controls

- 6.1 Implementation
- 6.2 Marketing Organization
- 6.3 Contingency Planning

1.0  
Executive  
Summary

2.0  
Situation  
Analysis

3.0  
Marketing  
Strategy

4.0  
Marketing  
Tactics

5.0  
Financials

6.0  
Controls

# Evaluating a Marketing Plan

- Is the plan **simple/succinct**?
- Is the plan **complete**?
- Is the plan **specific**?
- Is the plan **realistic**?

# TSC 崇越行銷大賞

<http://marketing.topco-global.com/TopcoMKT>



# Summary

- This course introduces the fundamental **theories** and **practices** of **marketing management**.
- Topics include:
  1. Understanding Marketing Management
  2. Capturing Marketing Insights
  3. Connecting with Customers
  4. Building Strong Brands
  5. Creating Value and Shaping the Market Offerings
  6. Delivering Value
  7. Communicating Value
  8. Conducting Marketing Responsibly for Long-term Success

# Marketing Case Study 1:

## Nike

(Ch1, pp.52-54)

1. What are the pros, cons, and risks associated with Nike's core marketing strategy?
2. If you were Adidas, how would you compete with Nike?

# Case Study

- Background Introduction
- **SWOT**
  - Strengths, Weaknesses, Opportunities, Threats
  - PESTLE, Five Forces, Value Chain Analysis
  - TOWS
- **STP**
  - Segmentation, Targeting, Positioning
- **4P**
  - Product, Price, Place, Promotion
- Business Model

# 修課應注意事項

1. 請同學於行銷管理個案討論前  
應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前預習行銷管理相關理論，  
以作為個案分析及擬定管理對策的依據。
3. 請同學於上課前  
先繳交行銷管理個案研究問題書面報告。
4. 上課時間地點：  
週二 3, 4 (10:10-12:00) B602  
週四 8 (15:10-16:00) B508

# Contact Information

戴敏育 博士 (Min-Yuh Day, Ph.D.)

專任助理教授

淡江大學 資訊管理學系

電話：02-26215656 #2846

傳真：02-26209737

研究室：B929

地址：25137 新北市淡水區英專路151號

Email：myday@mail.tku.edu.tw

網址：<http://mail.tku.edu.tw/myday/>

