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開課班級：四熱農二A

授課老師：鍾惠雯

學分數：2

**課程大綱：**

高度資訊化發展的社會造就碎片化的市場結構，農產品須制訂好的行銷策略，創造顧客參與，增進顧客價值，推廣公共關係，以符應市場的需求。本課程透過課堂講授，分組報告，校外教學，了解農產品行銷的實務與規劃。

課程內容包含行銷的概念，環境分析，消費者行為，農產品屬性，農產品開發與創新，品牌策略，農產品驗證，訂價策略，通路策略，電子商務與物聯網，推廣與溝通，廣告與公共關係，休閒行銷。

**outline:**

In today's highly informed society, the agricultural market structure has become fragmented, necessitating effective marketing strategies that encourage customer participation, promote customer value, and improve public relations to meet market demands. This course is designed to provide comprehensive knowledge of agricultural marketing practices and planning through classroom lectures, group presentations, and field trips. The course covers a wide range of marketing concepts, including environmental analysis, consumer behavior, agricultural product attributes, and product development and innovation. In addition, branding strategies, agricultural product certification, pricing strategies, channel strategies, e-commerce, and the Internet of Things (IoT), promotion and communication, advertising, public relations, and leisure marketing are also discussed in depth. By the end of the course, students will have a strong understanding of the essential marketing strategies needed to succeed in today's competitive agricultural market.

**教學型態：**

課堂教學+實習 (校內、校外)

**成績考核方式：**

平時成績:0%

期中考:30%

期末考:40%

其它:Participation and Attendance: 10% Field trip paper: 20% %

**本科目教學目標：**

- 1.培育熱帶農業基礎人才。
- 2.發展農、林、漁、牧相關技術。
- 3.建立永續農業經營與國際合作觀。

**參考書目：**

- 1.Kotler, P. and G. Armstrong. Principles of Marketing, 18th edition, Pearson Education Inc.
- 2.廖淑伶・馬友蕙 編譯 (2022) 行銷管理，高立圖書



## 課程進度表：

| 週次   | 起訖月日        | 授課單元(內容)                                                                                         | 備註                                                          |
|------|-------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 第1週  | 9.08~9.15   | Introduction: The World of Marketing                                                             | 8日正式上課。8~12日課程加退選，轉學(系)生、復學生及延修生選課，雙主修、輔系申請，12日申辦抵免學分截止日    |
| 第2週  | 9.15~9.22   | Chapter 1 Marketing: Creating Customer Value and Engagement                                      |                                                             |
| 第3週  | 9.22~9.29   | Chapter 6;Customer Value-Driven Marketing Strategy: Creating Value for Target Customers          | 28日(日)孔子誕辰紀念日/教師節(放假),29日(一)補假                              |
| 第4週  | 9.29~10.06  | Chapter 7;Products, Service, and Brands: Building Customer value ;                               | 29日成績優異提前畢業者提出申請截止日                                         |
| 第5週  | 10.06~10.13 | Chapter 8;Developing New Products and Managing the Product Life Cycle                            | 6日(一)中秋節(放假)，10日(五)國慶日(放假)                                  |
| 第6週  | 10.13~10.20 | Chapter 9;Pricing: Understanding and Capturing Customer Value                                    | 14日學生宿舍安全輔導暨複合式防災疏散演練。18日多益測驗                               |
| 第7週  | 10.20~10.27 | Chapter 10;Marketing Channels: Delivering Customer Value<br>Description of product/service due   | 24日(五)補假，25日(六)光復暨古寧頭大捷日(放假)。                               |
| 第8週  | 10.27~11.03 | Chapter 12;Engaging Consumers and Communication Customer Value: Advertising and Public Relations | 30日校課程委員會                                                   |
| 第9週  | 11.03~11.10 | Midterm Exam                                                                                     | 3~9日期中考試                                                    |
| 第10週 | 11.10~11.17 | Chapter 12 Engaging Consumers and Communicating Customer Value                                   | 13日教務會議,16日教師期中成績上網登錄截止日                                    |
| 第11週 | 11.17~11.24 |                                                                                                  |                                                             |
| 第12週 | 11.24~12.01 | Fianl report-Oral Presentation                                                                   | 24~28體育運動週。24日校園路跑。27日運動大會夜間開幕，28日運動大會活動，29日101週年校慶活動日，照常上班 |
| 第13週 | 12.01~12.08 | Fianl report-Oral Presentation                                                                   |                                                             |
| 第14週 | 12.08~12.15 | Fianl report-Oral Presentation                                                                   | 12日申請停修課程截止日                                                |
| 第15週 | 12.15~12.22 | Fianl report-Oral Presentation                                                                   |                                                             |
| 第16週 | 12.22~12.29 | Fianl report-Oral Presentation                                                                   | 22日校務會議。25日行憲紀念日(放假)                                        |
| 第17週 | 12.29~1.05  | Fianl report-Oral Presentation                                                                   | 1日(四)開國紀念日(放假)                                              |
| 第18週 | 1.05~1.12   | Final Exam                                                                                       | 5~11日期末考試，10~11日學生退宿                                        |