朝陽科技大學 091學年度第1學期教學大綱
Marketing High Technology 高科技行銷

當期課號	7587	Course Number	7587
授課教師	廖年欣	Instructor	LIAO,NEIN HSIN
中文課名	高科技行銷	Course Name	Marketing High Technology
開課單位	工業工程與管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	培育高科技產業的行銷專業經理人才，讓學習本課程的學生了解提供高科技產品及服務時，懂得運用適當的行銷工具與技巧。	Objectives	This course is designed to nurture the professional managers to be of high-tech industry, to enable the students understanding the insights about how marketing tools and techniques must be adapted and modified for high-tech products and services.
教材	1. 高科技行銷之理論探討 2. 高科技行銷案例與論文研討 3. 個案互動研討	Teaching Materials	1. Concepts and theories of texts. 2. Hands-out. 3. Literature review and case study presentation
成績評量方式	1. 期中、期末考試 (50%) 2. 論文研討報告、個案報告考核 (50%)	Grading	1. M. terms and F. terms test (50%) 2. Participation of literature review and presentation (50%)
教師網頁			
教學內容	培育高科技產業的行銷專業經理人才，讓學習本課程的同學了解： 1. 高科技定義及產業特性 2. 高科技行銷與傳統行銷之差異及挑戰 3. 高科技行銷策略之案例 4. 高科技行銷組合、技術創新、策略聯盟與顧客服務等相關論文之研討內容	Syllabus	This curriculum is for students to understand the characteristics and challenges of high-tech industry. It consists of the followings:1. The nature and characteristics of high-tech industry.2. Marketing mixes, innovation and customer service in high-tech firms.3. Literature review of high-tech marketing and presentation. 4. Case study and presentation.

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