

朝陽科技大學 092學年度第1學期教學大綱
Marketing High Technology 高科技行銷

當期課號	7615	Course Number	7615
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.高科技行銷之系統架構及理論探討 2.高科技行銷之文獻探討與簡報	Teaching Materials	1. Systematic Frameworks and Related Theories Discussion for High-tech Marketing 2. Literature Review and Presentation of High-tech Marketing Papers
成績評量方式	1.期中、期末考試 (50%) 2.文獻探討與簡報考核 (50%)	Grading	1. M. Terms and F. Terms Examination (50%) 2. Performance of Literature Review and Presentation (50%)
教師網頁	-		
教學內容	本課程旨係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：	Syllabus	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.

尊重智慧財產權，請勿非法影印。