

**朝陽科技大學 093學年度第1學期教學大綱**  
**Marketing High Technology 高科技行銷**

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|---------------|--|---------------------------|---|
| <b>當期課號</b>   | 7608   | <b>Course Number</b>      | 7608  |
| <b>授課教師</b>   | 廖年欣  | <b>Instructor</b>         | LIAO, NEIN HSIN   |
| <b>中文課名</b>   | 高科技行銷  | <b>Course Name</b>        | Marketing High Technology   |
| <b>開課單位</b>   | 工業工程與管理系碩士在職專班一A   | <b>Department</b>         |   |
| <b>修習別</b>    | 選修   | <b>Required/Elective</b>  | Elective  |
| <b>學分數</b>    | 3  | <b>Credits</b>            | 3   |
| <b>課程目標</b>   | 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。  | <b>Objectives</b>         | 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.  |
| <b>教材</b>     | 1. Mohr, Jakki (2001), Marketing of High-Technology Products and Innovations, New Jersey: Prentice-Hall.<br>2. Viardot, Eric (1995), Successful Marketing Strategy for High-Tech Firms, Norwood, MA: Artech House.<br>3. Journal Papers. | <b>Teaching Materials</b> |   |
| <b>成績評量方式</b> | 期中、期末考試(50%)，作業、文獻探討與作業簡報考核(50%)。  | <b>Grading</b>            | Evaluation of median terms test and final terms fest (50%), assignment and performance of presentation (50%).   |
| <b>教師網頁</b>   | <a href="http://www.cyut.edu.tw/~secret/sec_gen.htm">www.cyut.edu.tw/~secret/sec_gen.htm</a>   |                           |   |
| <b>教學內容</b>   | 高科技導論，高科技公司的策略與企業文化，關係行銷：夥伴與聯盟，高科技公司的市場導向及研發與行銷之互動，高科技市場之行銷研究，了解高科技產品及服務的顧客，高科技公司的產品開發與管理之議題，高科技公司的配銷通路與供應鏈管理，高科技公司的訂價策略，高科技公司的廣告與促銷。  | <b>Syllabus</b>           | Introduction to high- technology, strategy and corporate culture in high-tech firms, relationship marketing: partnerships and alliances, market orientation and R&D- marketing Interaction in high-tech firms, marketing research in high- tech markets, Understanding high- tech customers, product Development and management Issues in high- tech firms, distribution channels and supply chain management in high-tech markets, pricing considerations in high- tech markets, advertising and promotion in high-tech markets. |

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