

朝陽科技大學 094學年度第1學期教學大綱
Marketing High Technology 高科技行銷

當期課號	7659	Course Number	7659
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—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. Mohr, Jakki (2001), Marketing of High-Technology Products and Innovations, New Jersey: Prentice-Hall. 2. Viardot, Eric (1995), Successful Marketing Strategy for High-Tech Firms, Norwood, MA: Artech House. 3. Journal Papers.	Teaching Materials	
成績評量方式	期中、期末考試(50%)，作業、文獻探討與作業簡報考核(50%)。	Grading	Evaluation of median terms test and final terms fest (50%), assignment and performance of presentation (50%).
教師網頁	http://www.cyut.edu.tw/~secret/sec_gen.php		
教學內容	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。	Syllabus	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.

尊重智慧財產權，請勿非法影印。