朝陽科技大學 095學年度第1學期教學大綱
Product Planning 產品企劃

當期課號	1783	Course Number	1783
授課教師	廖昭昌	Instructor	Liao,Chao Chang
中文課名	產品企劃	Course Name	Product Planning
開課單位	工業設計系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	一、使學生對一般產品企劃的整體作業流程及其各個階段之工作內容有所瞭解，以期將來面臨工業設計師工作崗位上之設計企劃任務時，能備有必要之基礎知識。二、使學生更具市場之敏感度，真正養成使用者導向之設計價值觀。以期能夠經常確保其所從事之設計正是使用者所需求之產品。三、在課程中養成同學自行完成一件產品企劃案之能力，以期在畢業專題設計之企劃上可有正確之著力點。	Objectives	1.Understanding procedures and contents in each step of a product planing project. 2.Enhancing marketing awareness amomg students, which in tern, will make them becoming more user oriented in their future designs. 3.Devicing students with the ability to program a product planing projet，expect to have the correct point of put forth effort on the planning of the graduation monograph design.
教材	1.教師自編講義爲主 2.指定參考用書	Teaching Materials	1.Handouts are edited by the teacher. 2.Particular reference.
成績評量方式	1.以實作演練分數佔80% 2.學習態度(含課堂參與)占20%	Grading	1.Prctice of productplanning:80% 2.Classroom interations:20% (Rated accordingto the attandance and participation of students in each class.)
教師網頁			
教學內容	1.企劃通識能力養成：針對問題定義力、分析力、資訊接觸力、資訊彙整力、構想展開力、計畫書撰寫力、計畫簡報力等等能力分別指定學生蒐集相關閱讀教材、思考主題與實作演練作業，以提升學生真正的獨立企劃能力。 2.市場調查與使用者需求探究：指導學生產業競爭分析工具並應用在專題研究上。	Syllabus	1.Enhancing awareness of the principles and procedures: aimed at the skills of of definition, analysis, information serching and integrating, idea generating, project writing and presenting etc.through assigning students to read pratical merterials, to explore the planing issue and to complete independent study. 2.Researching the marketing and exploring the neserrary of user by the analysis tool for industry competition.

尊重智慧財產權，請勿非法影印。