

**朝陽科技大學 095學年度第1學期教學大綱**  
**Marketing High Technology 高科技行銷**

<b>當期課號</b>	7658	<b>Course Number</b>	7658
<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. 2. Viardot, Eric (1995), Successful Marketing Strategy for High-Tech Firms, Norwood, MA: Artech House. 3. 高科技期刊論文	<b>Teaching Materials</b>	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. High-Technology Journal Papers.
<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>	-		
<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.

尊重智慧財產權，請勿非法影印。