朝陽科技大學 096學年度第1學期教學大綱
Product Startegy and Marketing 產品策略與行銷

當期課號	7838	Course Number	7838
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	產品策略與行銷	Course Name	Product Startegy and Marketing
開課單位	數位化產品設計產業研發碩士專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	新產品是建立並維持競爭力優勢的重要條件，產品創新需要策略佈局、良好的研發流程並考量行銷與市場因素，本課程的目的便是從新產品創新及行銷的原理瞭解新產品的策略擬定、發展流程行銷規劃，使得新產品研發能夠有效協助企業提升競爭力。	Objectives	New Product innovation is now a critical factor for business competitiveness. To successed for new product commericalization , we should view product innovation as a strategic alternatives and considering both its R&D process and marking strategy. The purpose of this course is to understand the straegy and process of product innovation and marking planning, so than an organization can effectively enhance its competitiveness.
教材	張建成譯(民87)，產品設計與開發，六合出版社。 蕭羨一譯(民90)，哈佛商業評論:高科技產業管理，天下文化。	Teaching Materials	
成績評量方式	個案撰寫 20% 課堂與個案討論 30% 文獻閱讀報告20% 期末報告 30%	Grading	Case Writing 20% Case Report 30% Literature Review 20% Final Report 30%
教師網頁	www.cyut.edu.tw/~mlshyu		
教學內容	新產品是建立並維持競爭優勢的重要條件，產品創新需要策略佈局、良好的研發流程並考量行銷與市場因素，本課程的目的便是從新產品創新及行銷的原理了解新產品的策略擬定、發展流程、與行銷規劃，使得新產品研發能夠有效協助企業提升競爭力。本課程的內容 包含創新與創造力、產品策略規劃流程、產品發展流程、產品行銷策略與方案的擬定、產品策略與行銷之文獻與個案等。	Syllabus	New product innovation is now a critical factor for business competitiveness. To succeed for new product commercialization, we should view product innovation as a strategic alternatives and considering both its R&D process and marketing strategy. The purpose of this course is to understand the strategy and process of product innovation and marketing planning, so that an organization can effectively enhance its competitiveness. The contents of this course include creative thinking and innovation, new product strategy, product development process, marketing strategy and action plan, and related cases and literatures.

尊重智慧財產權，請勿非法影印。