朝陽科技大學 096學年度第2學期教學大綱
Product Startegy and Marketing 產品策略與行銷

當期課號	7459	Course Number	7459
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(碩春)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	1. 曾光華(民93)，行銷管理：理論解析與實務應用，台北縣：前程企管。 2. 應小端譯(民91)，創造新的市場空間， 創新(哈佛商業評論文選)，台北市：天下遠見。 3. 蕭羨一譯(民90)，界定新世代的產品，高科技產業管理(哈佛商業評論文選)，台北市：天下遠見。 4. 巫宗融譯(民90)，誠信在製造商與通路關係間的力量，價值鏈管理(哈佛商業評論文選)，台北市：天下遠見。	Teaching Materials	Marketing Management: Theory and Applications. 3 related Literatures.
成績評量方式	個案撰寫 25% 課堂與個案討論 25% 文獻閱讀報告25% 期末報告 25%	Grading	Case Writing 25% Case Report 25% Literature Review 25% Final Report 25%
教師網頁	www.cyut.edu.tw/~mlshyu		
教學內容	本課程的目的是從策略規劃及行銷管理的原理了解策略面的產品策略與市場定位，以及行動方案面的行銷組合，據以擬定有效的行銷規劃，提升行銷的效能與效率。本課程的內容包含產品與策略規劃流程、行銷方案的擬定、與行銷之文獻與個案等。	Syllabus	The purpose of this course is to understand the principles of strategy planning and marketing management. Furthermore, the students can prepare an effective marketing planning, so that the organization can enhance its competitiveness. The contents of this course include product and market strategy, marketing action plan, and related cases and literatures.

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