朝陽科技大學 096學年度第2學期教學大綱
Marketing and Product Strategy 市場與商品策略

當期課號	7728	Course Number	7728
授課教師	李朝金	Instructor	LEE,CHAO CHIN
中文課名	市場與商品策略	Course Name	Marketing and Product Strategy
開課單位	設計研究所碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標		Objectives	
教材	[主要教材] New Products Management (McGraw Hill/Irwin Series in Marketing) C. Merle Crawford, C. Anthony Di Benedetto 合著 [參考書] 1.《行銷管理學》 方世榮編譯，Philip Kolter原著，第八版，1996年5月 2.《競爭策略》周旭華譯， Michael E. Porter原著， 天下遠見出版，1998 3.《策略九說》吳思華著 臉譜出版, 2000年3版	Teaching Materials	[Main Textbook] New Products Management (McGraw Hill/Irwin Series in Marketing) by C. Merle Crawford, and C. Anthony Di Benedetto [References] There are three reference books in Chinese for students to acquire a better fundamental understanding of this course.
成績評量方式	平時成績： 40% 心得發表成績： 40% 期末書面報告： 20% (2000字)	Grading	Class Attendance: 40% Class Presentations: 40% Final Report (2000 words) 20%
教師網頁			
教學內容	[教學目標] 本課程旨在使研究生在未來從事產品研發及其行銷工作時，更能夠從整體性、策略性的觀點去進行有關的思考與規劃。對於未來可能從事設計顧問業、擔任產品經理，甚或是自行創業的研究生而言，此項能力都將是非常有所助益的。即使只用於爲自己的設計尋找更有力的立足點和說服他人的理由，也將會有極大的幫助。 [教學內容] 1.導論 2.新產品流程 3.新產品策略規劃 4.新產品概念的產生 5.消費者需求的發掘與滿足 6.消費者需求的分析 7.新產品概念的評估 8.新產品概念的測試 9.新產品概念的篩選 10.新產品的銷售及利益估算 11.新產品企劃書 12.產品設計 13.新產品研發團隊的管理 14.新產品的使用測試 15.新產品上市策略規劃 16.新產品上市策略之執行 17.新產品的市場測試 18.新產品的上市管理 19.新產品的公共政策議題	Syllabus	[Objectives] This course is aimed at enabling research students to do marketing from a more holistic and strategic perspective. This ability is very useful for those who will pursue their career as design consultants, product managers, or entrepreneurs. Even for giving a better foothold and persuasive reasons to their designs would be of great help. [Syllabus] 1.Introduction 2.The New Products Process 3.Strategic Planning for New Products 4.Concept Generation 5.Identifying and Satisfying Customer Needs 6.Analyzing Customer Needs 7.Concept Evaluation 8.Concept Testing 9.Concept Screening 10.Sales and Financial Forecasting 11.Product Planning Protocol 12.Product Design 13.Design Team Management 14.Product Use Testing 15.Strategic Launch Planning 16.Implementation of Strategic Plan 17.Market Testing 18.Launch Management 19.Public Policy Issues

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