# 朝陽科技大學 098學年度第1學期教學大綱
# Product Planning 產品企劃

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| **當期課號** | 2053 | **Course Number** | 2053 |
| **授課教師** | 施志一 | **Instructor** | Shih,Chih I |
| **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.<br>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** | 自編講義 | **Teaching Materials** | Class note |
| **成績評量方式** | 平時 40%<br>期中報告 30%<br>期末報告 30% | **Grading** | Participation 40%<br>Report 30%<br>Report 30% |
| **教師網頁** | _ | | |
| **教學內容** | 1.產品企劃概念<br>2.產品經理的角色<br>3.新產品定位<br>a.公司型態解析<br>b.市場分析<br>c.技術能力<br>4.產品開發流程<br>a.時程控管<br>b.成本控管<br>c.品質控管<br>5.行銷計畫<br>6.產品企劃書撰寫<br>7.產品專案循環 | **Syllabus** | 1.Product Planning Concept<br>2.Role of Product Manager<br>3.New Product Positioning<br>a.Company Type Analysis<br>b.Market Analysis<br>c.Technique Capability<br>4.Product Development Flow<br>a.Schedule Control<br>b.Cost Control<br>c.Quality Control<br>5.Marketing Planning<br>6.Product Proposal Writing<br>7.Product Project Circulation |

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