朝陽科技大學 098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	7503	Course Number	7503
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	木工機器產業研發碩士專班(碩春)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標		Objectives	
教材	1. 商品化導論：自編講義 2. 產品策略與行銷相關論文至少三篇	Teaching Materials	The concepts of product commercialization At least 3 Literatures.
成績評量方式	課堂與個案討論 30% 文獻閱讀報告 30% 期末報告 40%	Grading	class discussion 30% Literature Review 30% Final Report 40%
教師網頁			
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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