

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	科技行銷	Serial No. / ID	2963 / GMN5008
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年9班
Lecturer	封德台	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(日)456 / B205	Language	Chinese

Introduction
The primary aim is to study how marketing strategies and programs must be modified and adapted for the high-tech environment.

Outline
Ch1 Introduction to the world of high-technology marketing Ch2 Strategic market planning in high-tech firm Ch3 Culture and climate considerations for high-tech companies Ch4 Market orientation and cross-functional (marketing-R&D)interaction Ch5 Partnerships, alliances, and customer relationships partnerships and strategic alliances Ch6 Marketing research in high-tech markets Ch7 Understanding high-tech customers Ch8 Technology and product management Ch9 Distribution channels and supply chain management in high-tech markets Ch10 Pricing consideration in high-tech markets Ch11 Marketing communication tools for high-tech markets Ch12 Strategic considerations in marketing communications

Prerequisite
none