

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	科技行銷	Serial No. / ID	2056 / BAM4178
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)456 / B304	Language	Chinese

Introduction
This course introduce the marketing environment and competitive advantages of high-tech firms. Main topic include: consumers of high-tech products ; R&D, markting, planning, and launch of high-tech products;green technology; mobile technology.

Outline
<ol style="list-style-type: none">1.Course introduction2.Introduction to high-tech marketing3.Strategy and culture of high-tech firms4.Partnership and alliance5.consumers of high-tech products6.R&D, marketing, planning, and launch of high-tech products7.Distribution and supply chain management in high-tech firms8. Launch

Prerequisite
none