Department of Business Administration & Institute of International Business

H448200
Technology Marketing

(科技行銷)

Spring 2013

1. The mission of the College is to serve business and society in the global economy through developing quality and socially responsible professionals and business leaders.

2. The strategic objective of the Department of Business Administration & Institute of International Business is to accumulate professional knowledge from countless sources to cultivate future business leaders with innovative thinking, integrity, and global perspective.

Undergraduate Program Learning Goals (goals covered by this course are indicated):

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<tr>
<td>✓</td>
<td>1. Undergraduate students should be able to communicate effectively verbally and in writing.</td>
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<td>✓</td>
<td>2. Undergraduate students should solve strategic problems with a creative and innovative approach.</td>
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<td>3. Undergraduate students should demonstrate leadership skills and ethics demanded of a person in authority.</td>
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<td>4. Undergraduate students should possess a global economic and management perspective.</td>
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<td>5. Undergraduate students should possess the necessary skills and values demanded of a true professional.</td>
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Instructor: Dr. Hsin-Hui Chou
Office Hours: By appointment
Email: hhchou@mail.ncku.edu.tw
Tel: 06-2757575 ext. 53319

Prerequisite:
Marketing Management

Course Description:
The course, which is designed for upper-level undergraduate students, focuses on making marketing decisions in technology-intensive environments. The course covers a range of industries and contexts with a balance between conceptual discussions and examples.

Course Objectives:
The course provides students with a solid framework of marketing technology products and innovations, covering a number of important topics (e.g. relationship marketing and new product development).

Content Summary: (請尊重智慧財產權)

 archivos to the World of High–Technology Marketing
HBR: 奇異把行銷散兵變大軍
HBR: 普哈拉的創新境界
Strategic Market Planning in High Tech Firms
HBR: 一句話說策略
HBR: 你的 Google 策略是什麼
Culture and Climate Considerations for High-Tech Companies
HBR: 豐田的矛盾成功學
HBR: 三星崛起的矛盾策略
Market Orientation and Cross-Functional (Marketing-R&D) Interaction
Case Study I
Relationship Marketing: Partnerships and Alliances
HBR: 當幫手變對手
HBR: 互補公司是競合還是零和
Understanding High-Tech Customers
HBR: 消費者再進化
HBR: 顧客是你的創意中心
Managing Intellectual Property
Case Study II
New Product Development I
HBR: 創新進化論
HBR: 領先設計熱銷商品
New Product Development II
HBR: 產品開發六大迷思
HBR: 新產品上市五大敗筆
Open Innovation
HBR: 開放式創新五大行動
HBR: 掌握你的外部創新伙伴
Green Marketing in High-Tech Sectors
HBR: 綠色創新力
HBR: 啟動潔淨科技競爭力

References:

Grading Policy:
Participation including in-class interaction 25%
Presentation (reading) 25 %
Case Study 25%
Final Individual Exam 25%
### Grading Policy for AACSB Multiple Assessment:

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<th>Type</th>
<th>In-class 25%</th>
<th>Presentation 25%</th>
<th>Case Study 25%</th>
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