國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：成力庚

Instructor:Cheng, Li-Keng

課程名稱：數位轉型與品牌傳播專題

Course Title：Digital Transformation and Brand Communication

2026/11/3

課程代號： BA6212701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	T7(MA-520) T8(MA-520) T9(MA-520)
專業核心能力： Core Professional Competencies	■解決問題之能力 (Problem Solving) ■管理專業知識 (Comprehensive management knowledge)
課程網址： Course Website	
課程宗旨： Course Objectives	自MarTech教父 Scott Brinker 2008年提出行銷科技（ MarTech）的概念以來，全球行銷科技提出的商業問題解決方案，已從 2014年的 947種，到達現今的 8,000種。毋庸置疑的，行銷科技已經對企業的品牌溝通與管理造成重大影響。本課程將針對品牌管理的基本概念和科技行銷對品牌溝通的影響進行說明，讓學生可以理解： ：(1)如何運用行銷科技構建品牌 (2)數位轉型浪潮下，如何規劃品牌傳播策略。此外，本課程還會透過實作，讓同學能實際設計品牌，並運用科技工具進行品牌形象的調查與分析。 MarTech in 2008, the number of commercial problem-solving solutions offered by global MarTech has grown from 947 in 2014 to over 8,000 today. Undoubtedly, MarTech has significantly influenced brand communication and management for businesses. This course will explore the fundamental concepts of brand management and the impact of marketing technology on brand communication, enabling students to understand: (1) how to leverage MarTech to build a brand, and (2) how to plan brand communication strategies amid the wave of digital transformation. Furthermore, the course includes hands-on activities, where students will design their own brands and utilize technological tools to conduct brand image surveys and analyses.
課程大綱： Outline of Lectures	

1. 數位轉型與品牌傳播概論
2. 數位轉型與商業模式
3. 創新科技打新商模 : 黑沃咖啡
4. 創新科技打新商模 : 和明紡織
5. 行銷科技下的顧客關係管理
6. 行銷科技下的精準行銷
7. 行銷科技下的品牌公關危機
8. 利用科技行銷工具打造品牌元素
9. 運用科技行銷強化品牌溝通
10. 運用科技行銷進行品牌視覺化分析
11. Google Analytics與品牌溝通

1. Introduction to Digital Transformation and Brand Communication
2. Digital Transformation and Business Models
3. Innovative Technology Creating New Business Models: Black Whale Coffee
4. Innovative Technology Creating New Business Models: Hermin Textile
5. Customer Relationship Management under Marketing Technology
6. Precision Marketing under Marketing Technology
7. Brand Public Relations Crisis in Marketing Technology
8. Building Brand Elements with Technological Marketing Tools
9. Strengthening Brand Communication Using Technological Marketing: Data Collection
10. Conducting Brand Visualization Analysis Using Technological Marketing
11. Google Analytics and Brand Communication

授課方式： Method of Instruction	講授 Lecture：25% 分組討論 Group discussion：30% 案例研討 Case study：45% 操做練習 Practical exercises：0% 講授 Lecture：%
教科書： Textbooks	黃俊堯（2019）。數位轉型全攻略：虛實整合的WHAT，WHY與HOW。商業周刊。 Huang, J. Y. (2019). The Complete Guide to Digital Transformation: The WHAT, WHY, and HOW of Virtual-Physical Integration. Business Weekly.
參考書目： References	詹文男, 李震華, 周維忠, 王義智, 數位轉型研究團隊（2022）。數位轉型力。商業周刊。 Chan, W. N., Li, Z. H., Chou, W. C., Wang, Y. Z., & Digital Transformation Research Team. (2022). The Power of Digital Transformation. Business Weekly.
修課須知： Notice	
評量方式： Grading	出席與課堂參與 10% 課程心得 10% 隨堂作業 10% 期中報告 30% 期末報告 40% Attendance & Class Participation: 10% Course Reflection: 10% In-class Assignments: 10% Midterm Report: 30% Final Report: 40%
備註說明： Notes	