

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：賴岳炫

Instructor:

課程名稱：科技與永續行銷

Course Title : Technology and Sustainability Marketing

2026/5/6

<p>課程代號： ES5856701</p> <p>Course Code</p> <p>學分數： 3</p> <p>Credits</p>	<p>必選修：選修/半學年</p> <p>Required/Electve:Elective/Half Yr.</p> <p>先修課程：</p> <p>Prerequisites</p>
<p>節次教室： F2(TR-612) F3(TR-612) F4(TR-612)</p> <p>Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p> <ul style="list-style-type: none"> <li>□1.具備基礎科學與材料工程專業知識之整合、創新能力。</li> <li>□2.具備收集文獻、建構研究規劃、設計實驗流程與整合分析之能力。</li> <li>□3.具備執行專題研究、應用研究成果，以及口頭發表與報告撰寫之能力。</li> <li>□4.具備創新思考，並可獨立解決複雜性問題之能力。</li> <li>□5.具備良好團隊分工合作之能力。</li> <li>□6.具備語文能力及良好之國際觀，尊重多元價值觀點。</li> <li>□7.具備管理、規劃與領導之能力。</li> <li>□8.體認及實踐工程倫理與社會永續發展之觀念，具備終身自我學習與成長之能力。</li> </ul>	
<p>課程網址：</p> <p>Course Website</p>	
<p>課程宗旨： Course Objectives:</p> <p>Course Objectives</p> <ul style="list-style-type: none"> <li>Introduce basic marketing concepts</li> <li>Introduce marketing topics related to technology</li> <li>Introduce the topics and trends of sustainable marketing</li> </ul> <p>Learning Objectives:</p> <ul style="list-style-type: none"> <li>Communication with a marketing mindset</li> <li>R&amp;D thinking with a marketing mindset</li> <li>Integrate sustainability concepts into R&amp;D thinking</li> <li>Understand the different marketing issues related to B2B, B2C, and technology.</li> </ul>	
<p>課程大綱： Outline of Lectures</p> <ol style="list-style-type: none"> <li>1. Fundamentals of Technology and Sustainable Marketing: Concepts and Theoretical Frameworks</li> <li>2. The Role of Sustainable Development Goals and Corporate Social Responsibility in Brand Management</li> <li>3. Green Product Design, Circular Economy, and Sustainable Consumption Trends</li> <li>4. Stakeholder Management and Sustainability Communication Strategies</li> <li>5. Measuring Sustainable Performance</li> </ol>	
<p>授課方式： Method of Instruction</p> <ul style="list-style-type: none"> <li>講授 Lecture：60%</li> <li>分組討論 Group discussion：20%</li> <li>案例研討 Case study：20%</li> <li>操做練習 Practical exercises：0%</li> <li>講授 Lecture：%</li> </ul>	

教科書：  
Textbooks

Riad Shams, S. M., Brown, David M, & Hardcastle, Kimberley. (2025). Sustainable Marketing: Strategic Marketing for People, Planet and Profit (1st ed.). Springer Cham. <https://doi.org/10.1007/978-3-031-79130-7>

Belz, Frank-Martin, Peattie, Ken, & Onel, Naz. (2025). Sustainability Marketing: A Global Perspective (3rd ed.). John Wiley & Sons Ltd.  
Mohr, Jakki J., Sengupta, Sanjit, & Slater, Stanley. (2014). Marketing of High-Technology Products and Innovations (3rd ed.). Pearson.

參考書目：  
References

修課須知：  
Notice

評量方式：  
Grading

備註說明：  
Notes