

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

2026/6/22

<p>課程代號： ES5856701 Course Code</p> <p>學分數： 3 Credits</p>	<p>必選修：選修/半學年 Required/Electve:Elective/Half Yr.</p> <p>先修課程： Prerequisites</p>
<p>節次教室： F2(TR-612) F3(TR-612) F4(TR-612) Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p> <ul style="list-style-type: none"> □1.具備基礎科學與材料工程專業知識之整合、創新能力。 □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。 □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。 □4.具備創新思考，並可獨立解決複雜性問題之能力。 □5.具備良好團隊分工合作之能力。 □6.具備語文能力及良好之國際觀，尊重多元價值觀點。 □7.具備管理、規劃與領導之能力。 □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。 	
<p>課程網址： Course Website</p>	
<p>課程宗旨： Course Objectives: Course Objectives</p> <ul style="list-style-type: none"> Introduce basic marketing concepts Introduce marketing topics related to technology Introduce the topics and trends of sustainable marketing <p>Learning Objectives:</p> <ul style="list-style-type: none"> Communication with a marketing mindset R&D thinking with a marketing mindset Integrate sustainability concepts into R&D thinking Understand the different marketing issues related to B2B, B2C, and technology. 	
<p>課程大綱： Outline of Lectures</p> <ol style="list-style-type: none"> 1. Fundamentals of Technology and Sustainable Marketing: Concepts and Theoretical Frameworks 2. The Role of Sustainable Development Goals and Corporate Social Responsibility in Brand Management 3. Green Product Design, Circular Economy, and Sustainable Consumption Trends 4. Stakeholder Management and Sustainability Communication Strategies 5. Measuring Sustainable Performance 	
<p>授課方式： Method of Instruction</p> <ul style="list-style-type: none"> 講授 Lecture：60% 分組討論 Group discussion：20% 案例研討 Case study：20% 操做練習 Practical exercises：0% 講授 Lecture：% 	

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