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

2026/11/3

課程代號： ES5856701 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	F2(TR-612) F3(TR-612) F4(TR-612)
專業核心能力： Core Professional Competencies	□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。
課程網址： Course Website	
課程宗旨： Course Objectives	Course Objectives: Introduce basic marketing concepts Introduce marketing topics related to technology Introduce the topics and trends of sustainable marketing Learning Objectives: 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.
課程大綱： Outline of Lectures	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
授課方式： Method of Instruction	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	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.
修課須知： Notice	Generative AI tools should be clearly disclosed.
評量方式： Grading	Class Participation and Discussion:Based on attendance, preparation, participation in discussions, and engagement in class activities. Individual Assignment: Students will complete short assignments related to sustainable marketing concepts, cases, or current industry issues. Group Presentation / Case Analysis: Students will work in groups to analyze a company, product, or sustainability issue and present their findings and recommendations.
備註說明： Notes	Students are expected to attend classes regularly and participate actively in class discussions and activities. Please complete assigned readings or preparation before class when required. Group discussion and teamwork may be included in class activities. Students are expected to contribute fairly and communicate respectfully with classmates. All assignments must be submitted on time. Late submissions may receive a grade penalty unless prior approval is given.