

【科技創新與行銷】112/2/24-110/6/9 (週五 9:10~12.10 館一 401) 游張松教授

A methodology-based scientific and systematic approach to Technology Innovation and Marketing for Entrepreneur and Business Revolution

科技創新與行銷：A self-paced course

- 1 學生分組：每組 2~4 人
- 2 自訂學習進度：每一組對於學習項目，依其學習背景，自訂學習的深度與進度。
 - 2.1 Comprehensive Study 精進學習：學員與教授預約研讀討論時間
 - 2.2 Hands-on Study: Group members' self-paced study

修習要件：A curious mind of exploring technology innovation and marketing

主題：ChatGPT: A No-Code way for Art, web, ... through chatting

NFT (Non-Fungible Token, 非同質化代幣):

Going Mars: Intelligent Hi-Tech Farming, immigration & Mars Town

IEV (Intelligent Electric Vehicle):

UAV (Unmanned Aerial Vehicle):

VPS：科技創新 與 創新定義

VCC：精準行銷 與 價值創造

課程大綱：科技創新與行銷

1. (2/24) 導論：ChatGPT, NFT, Going Mars, IEV, UAV
2. (3/3) 科技創新與行銷：VCC(價值創造循環)，價值創造與精準行銷
3. (3/10) 科技創新的定義：VPS and Business Revolution
4. (3/17) ... Hands-on study: ChatGPT
5. (3/24) Comprehensive study: ChatGPT, NFT
6. (3/31) Comprehensive study: Going Mars, IEV, UAV
7. (4/7) ... Hands-on study: NFT
8. (4/14)... 期中考
9. (4/21) ... Hands-on study: Going Mars
10. (4/28) ... Hands-on study: IEV
11. (5/5)... Hands-on study: UAV
12. (5/12) Group Report: OpenAI
13. (5/19) Group Report NFT
14. (5/26) Meet Entrepreneur: Going Mars
15. (6/2) Meet Entrepreneur: UAV
16. (6/9) 期末考