

朝陽科技大學 092學年度第1學期教學大綱
Network Marketing Research 網路行銷研究

當期課號	7667	Course Number	7667
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	網路行銷研究	Course Name	Network Marketing Research
開課單位	企業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標		Objectives	
教材	(1)教師講授 (2)課堂討論 (3)個案實習 (4)文獻討論 (5) 網站評估	Teaching Materials	(1)Instruction, (2)Discussion, (3)Case Study, (4)Literature Review, (5)Web Site Observation.
成績評量方式	(1)課堂主題報告(30%) (2)課堂文獻報告(30%) (3)期末個案報告(40%)	Grading	(1)Course Discussion(30%) (2)Literature Review(30%) (3)Planning Report(40%)
教師網頁	-		
教學內容	<p>網際網路在運算、傳輸、內容方面的能力進步神速，對於行銷策略及業務活動也產生相當大的衝擊，行銷人員應當充分運用網際網路，作為行銷之媒體、通路、或市場，並與其他行銷媒體充分整合，本課程之目的乃是</p> <p>(1)了解網際網路媒體的特性及能力、(2)行銷知識之收集、處理及運用、以及(3)網路消費者之行為，據以規劃適當的產品、價格、銷售、服務、顧客關係等網路行銷流程，以便提昇行銷之效能與效率。</p>	Syllabus	<p>The powerful computing and transmission capability of internet make significant impact on marketing. The marketing people should carefully adopt internet as marketing channel or as marketplace. In addition, the internet should be fully integrated with other marketing channel. The purpose of this course is to understand the characteristics and capability of internet, the processing of marketing knowledge, and the online consumer behavior. Based on this understanding, the students can effectively plan and implement e-marketing tools to support marketing practice.</p>

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