

當期課號	7144	Course Number	7144
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	電子商務與網路行銷專題	Course Name	Special Topics on Electronic Commerce & Internet Marketing
開課單位	企業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	<p>網際網路在運算、傳輸、內容方面的能力進步神速，對於電子商務及行銷方面之策略及業務活動也產生相當大的衝擊，本課程之目的乃是了解網際網路媒體的特性與能力、以及在商務及行銷方面之應用潛力，據以規劃適當的銷售、行銷、服務、顧客關係等，以便提昇電子商務及行銷之效能與效率。</p>	Objectives	<p>Due to the rapid technological progress on computing, transmission and content, the internet has significant potential for business commerce and marketing application. The purpose of this course is to understand the internet's infrastructure, media characteristics, and capability. And learn how to effectively adopt this technology for commerce and marketing. This course covers the planning issues on commerce, marketing, service and customer relationship for improving the efficiency and effectiveness of electronic commerce and marketing. (3 credit hours)</p>
教材	Laudon, K.C., Traver, C.G., (2002), E-Commerce: Business, Technology, and Society, Addison Wesley	Teaching Materials	
成績評量方式	(1)課堂主題報告(40%) (2)課堂文獻報告(30%) (3)期末個案報告(30%)	Grading	(1)Course Discussion(30%) (2)Literature Review(30%) (3)Case 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(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，並了解本領域之學術研究狀況，以協助碩士論文之進行。</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. The research topics in this field will be discussed for students to select and/or research in MBA thesis.</p>