朝陽科技大學 094學年度第1學期教學大綱
Internet Marketing 網路行銷

當期課號	1122	**Course Number**	1122
授課教師	賴志松	**Instructor**	LAI,CHIH SUNG
中文課名	網路行銷	**Course Name**	Internet Marketing
開課單位	企業管理系(二日)四A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	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。	**Objectives**	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 marketing. This course covers the planning issues on commerce, marketing mix, service and customer relationship for improving the efficiency and effectiveness of electronic marketing.
教材	高卉芸譯(民91),電子商務的商業、科技與社會,東華書局.	**Teaching Materials**	
成績評量方式	(1)課堂主題報告(40%) (2)期中考(30%) (3)期末考(30%)	**Grading**	(1)Discussion and Reports(40%) (2)Mid-Exam(30%) (3)Fin-Exam(30%)
教師網頁			
教學內容	網際網路及相關電子媒體具有運算、傳輸的能力，使得電子商務成爲重要的趨勢，電子商務技術需要有效的規劃才能輔助商務之進行，本課程之目的乃是了解電子商務技術的能力、商務運作流程以及電子商務規劃方法，以便將技術充分運用於目前的業務或開創新的應用領域。(本課程屬於就業學程之科目，課程目標包含提昇同學就業能力)。	**Syllabus**	The powerful computing and transmittion capability of internet make significant impact on commerce. The effective adoption of electronic commerce(EC) technology requires compresivesive plan. The purpose of this course is to understand the capability of EC technology,the business processes, and the planning methodology. Based on this understanding, the students can effectively adopt EC technology for current business application or for creating new application area.

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