

當期課號	7047	Course Number	7047
授課教師	王聖嘉	Instructor	WANG,SIN GA
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	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 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)
教材	電子商務的商業、科技與社會 2/e Laudon (柏雪萍、高卉芸) 網路行銷理論與實務(劉文良)	Teaching Materials	The theory and practice of internet marketing
成績評量方式	平時成績 (含課堂參與及指定作業), 報告, 期中考, 期末考.	Grading	Grading Class Participation & Individual Assignments, Group Project and Presentation, Midterm Exam, Final Exam.
教師網頁	-		
教學內容	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。	Syllabus	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.