朝陽科技大學 094學年度第2學期教學大綱
Internet Marketing 網路行銷

當期課號	3105	Course Number	3105
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	網路行銷	Course Name	Internet Marketing
開課單位	企業管理系(四進)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	方文昌審定(民91)，網路行銷，智勝。	Teaching Materials	
成績評量方式	(1)平時成績(30%) (2)課堂個案報告(30%) (3)期末報告(40%)	Grading	(1)Learning Performance (30%) (2)Case Disscussion(30%) (3)Fianl Report (40%)
教師網頁	www.cyut.edu.tw/~mlshyu		
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，作爲行銷之媒體、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)網路消費者之行爲，據以規劃適當的網路行銷策略及產品、價格、銷售、服務、社群、顧客關係等網路行銷流程，以便提昇行銷之效能與效率。	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 marketing. This course covers the electronic marketing strategy and planning issues on commerce, marketing mix, service, virtual community and customer relationship for improving the efficiency and effectiveness of electronic marketing.

尊重智慧財產權，請勿非法影印。