朝陽科技大學 096學年度第1學期教學大綱
Electronic Commerce and Internet Marketing 電子商務與網路行銷策略

當期課號	7608	Course Number	7608
授課教師	王聖嘉	Instructor	WANG,SIN GA
中文課名	電子商務與網路行銷策略	Course Name	Electronic Commerce and Internet Marketing
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	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		Teaching Materials	
成績評量方式		Grading	
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. (3 credit hours)

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