朝陽科技大學 099學年度第2學期教學大綱
E-commerce and Internet marketing 電子商務與網路行銷

當期課號	1444	**Course Number**	1444
授課教師	陳文國	**Instructor**	CHEN,WEN KUO
中文課名	電子商務與網路行銷	**Course Name**	E-commerce and Internet marketing
開課單位	行銷與流通管理系(四日)三A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	1.瞭解網際網路的科技與技術 2.瞭解電子商務的理論與概念 3.瞭解在行銷策略下網際網路扮演的角色 4.應用電子商務理論與概念以制定行銷策略 5.應用相關技術以建構行銷策略	**Objectives**	1. To understand technologies of the Internet 2. To understand of the theories and concepts underlying e-commerce. 3. To understand the potential role of the Internet in marketing strategy. 4. To apply e-commerce theories and concepts to understand what e-marketers are doing in "the real world." 5. Apply these technologies in the development of marketing strategy.
教材	選書中，尚未決定	**Teaching Materials**	選書中，尚未決定(making a decision)
成績評量方式	1. 出席率 10% 2. 上課互動 10% 3. 期中考 30% 4. 期末報告 50%	**Grading**	1. Attendance 2. Participation and Discussion 3. Mid-exam 4. Final Group Project
教師網頁			
教學內容	網際網路的成長，帶給企業極重要的影響，所有企業都因而必須重新思考公司策略以執行公司任務。本門課主要幫助學生建立網路行銷策略技能，更重要的目標是希望學生可以了解到網際網路對行銷人員來說是一個無價的資源，應該體認到透過這個資源以迎合公司目標市場、產品定位，並進而落實到公司的行銷組合內。	**Syllabus**	The growth of the Internet continues to have an important influence on business. All companies are rethinking their strategies and how they run their operations. This course will help students develop strategic marketing skills that can be integrated into all applications of the internet. The primary objective of the course is to focus on how the Internet can serve as an invaluable resource for marketers that meet their target market and company or product positioning adding internet marketing to the overall marketing mix.

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