Please consult Intellectual Property Rights before making a photocopy. Please use the textbook of copyrighted edition.

②图玄束華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	電子商務與行動	1商務		學年/學期 Academic Year/Semester		112/1	
課程名稱(英文) Course Name in English	E-Commerce and Mobile Commerce						
科目代碼 Course Code	IB40500	系級 Department 學四 & Year		開課單位 Course-Offering Department	國際企業學系		
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0			
授課教師 Instructor	/鄭辰明						
先修課程 Prerequisite							

課程描述 Course Description

E-Commerce and Mobile Commerce (M-Commerce) has been an ever-evolving topic of interest in the marketing field for years now. Ignoring E-Commerce and M-Commerce is like representing your business without any audience. It is inevitable for firms to adapt to the latest E-Commerce and M-Commerce practices and strategize optimally to reach desired business goals and keep their firms afloat. E-Commerce and M-Commerce have transformed how businesses communicate with their customers and an average customer today has higher control of what he/she wants to buy, through integration of new tools and platforms. This course deals with the fundamentals of E-Commerce and M-Commerce, in an attempt to develop an understanding of the background, current state, and the future potential of e-marketing. The course is aimed at familiarizing students with e-marketing environments, its role in a company's overall integrated marketing strategy, and the details of-marketing management. Students will be able to theoretically make sense of e-commerce and m-commerce consumer experiences, effective marketing communication revolving around these experiences through suitable marketing channels.

課程目標 Course Objectives

本課程提供電子商務及行動商務之系統建置與應用知識,將有助於學生未來升學與就業。學生並可從課堂講解、分組報告與討論、個案研究及論文研討及軟體操作獲得學習

	系專業能力 Basic Learning Outcomes	課程目標與系專業能 力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	具備國際企業管理之知識與能力。Students will have basic knowledge of international business.	•
В	具備邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems with logical thinking.	•
С	具備溝通協調與團隊合作之能力。 Students will be able to demonstrate effective communication, coordination and teamwork skills.	0
D	具備國際觀及外語溝通之能力。Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	0
Е	具備創新、創業之思維與能力To build a the concept and ability for innovation and entrepreneurshi	0
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the basic abilities for service design and industry analysis.	0
G	具備國際企業倫理之素養。Students will be able to identify and understand the importance of ethical decision making for international business.	0
-	Nam 111	

圖示說明Illustration :● 高度相關 Highly correlated ○中度相關 Moderately correlated

授課進度表 Teaching Schedule & Content					
週次Week	內容 Subject/Topics	備註Remarks			
1	Introductory Class. Brief introduction to E-marketing and Mobile Commerce and discussion of course outline.				
2	Chapter 1: E-Marketing in context: Past, Present, and the Future				
3	Chapter 2: Strategic E-marketing and Performance Metrics				
4	Chapter 3: The E-Marketing Plan				
5	National Holiday				
6	Chapter 4: Global E-Marketing 3.0				
7	Chapter 5: Ethical and Legal Issues				
8	Chapter 6: E-Marketing Research				
9	期中考試週 Midterm Exam				
10	Chapter 7: Consumer Behavior Online				
11	Chapter 8: Segmentation, Targeting, Differentiation, and Positioning Strategies				
12	Chapter 9: Product: The Online Offer				
13	Chapter 10: Price: The Online Value				
14	Chapter 11: The Internet for Distribution				
15	Chapter 12: Communication: Owned and Paid Media				
16	Chapter 13: Communication: Earned Media				
17	期末考試週 Final Exam				
18	Supplementary Teaching				

教學策略 Teaching Strategies
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion 參觀實習 Field Trip
▼ 其他Miscellaneous: <u>Teaching execution of theories to practice through campaign design</u>
教學創新自評Teaching Self-Evaluation
創新教學(Innovative Teaching)
問題導向學習(PBL) 團體合作學習(TBL) 解決導向學習(SBL)
翻轉教室 Flipped Classroom 磨課師 Moocs
社會責任(Social Responsibility)
□ 在地實踐Community Practice □ 產學合作 Industy-Academia Cooperation
跨域合作(Transdisciplinary Projects)
──跨界教學Transdisciplinary Teaching ──跨院系教學Inter-collegiate Teaching
□ 業師合授 Courses Co-taught with Industry Practitioners
其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例 Percentage	多元評量方式 Assessments							
Items		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	10%		~						Participation in discussions in class
期中考成績 Midterm Exam	20%	>							
期末考成績 Final Exam	20%	>							
作業成績 Homework and/or Assignments	20%			~					
其他 Miscellaneous (E-Marketing Campaign Design)	30%					~			Application capability and design thinking

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目(書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

E-Marketing, Raymond Frost, Alexa K. Fox, Judy Strauss, Routledge Publishing, 8th Edition.

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

Videos:

- 1. Two Bellmen | Official Movie: https://www.youtube.com/watch?v=ZOgteFrOKt8
- 2. Documentary- The Story of Content: Rise of the New Marketing: https://www.youtube.com/watch? v=dBnpr3pkF1k
- 3. The psychology of digital marketing. Rory Sutherland, Ogilvy, GDS Summits: https://www.youtube.com/watch?v=hhQRH49Y54k

其他補充說明(Supplemental instructions)