



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	電子商務與行動商務		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	IB_40500	系級 Department & Year	學四	開課單位 Course-Offering Department
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.			●
B	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.			●
C	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.			○
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.			○
E	具備創新、創業之思維與能力To build a the concept and ability for innovation and entrepreneurshi			○
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.			○
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.			○
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: Teaching execution of theories to practice through campaign design

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 Industry-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:

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		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=Z0gteFr0Kt8>
2. Documentary- The Story of Content: Rise of the New Marketing: <https://www.youtube.com/watch?v=dBnpr3pkFlk>
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)