



課 綱 Course Outline

管理學院數位行銷與服務創新國際學士班學士班

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| 中文課程名稱 Course Name in Chinese | 數位行銷 | | | | |
| 英文課程名稱 Course Name in English | Digital Marketing | | | | |
| 科目代碼 Course Code | DMSI20080 | 班 別 Degree | 學士班 Bachelor's | | |
| 修別 Type | 學程 Program | 學分數 Credit(s) | 3.0 | 時 數 Hour(s) | 3.0 |
| 先修課程 Prerequisite | 計算機概論 | | | | |
| 課程目標 Course Objectives | | | | | |
| By the end of this course, students will be able to: | | | | | |
| <ul style="list-style-type: none"> ● Explain key concepts and frameworks in digital marketing. ● Analyze how organizations use digital channels to reach and engage target audiences. ● Evaluate the effectiveness of digital marketing campaigns using relevant performance metrics. ● Develop integrated digital marketing strategies that support organizational and marketing objectives. | | | | | |
| 系教育目標 Dept.'s Education Objectives | | | | | |
| 1 | 培養結合理論與實務之數位行銷專業人才 | | | | |
| 2 | 培養結合理論與實務之服務創新專業人才 | | | | |
| 3 | 培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才 | | | | |
| 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 | 具備以資訊技術協助企業運作與商業管理之知識與應用能力 | | | | ● |
| B | 具備邏輯思考、問題分析與解決之能力 | | | | ● |

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|---|----------------|---|
| C | 具備溝通協調與團隊合作之能力 | ● |
| D | 具備創新思維之能力 | ○ |
| E | 具備國際視野及外語溝通之能力 | ○ |

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

課程大綱
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1. Course overview
2. The basics of marketing
3. Marketing in a digital world
4. Consumer behavior in the digital era
5. Marketing research: Big data and AI Analytics
6. Products and branding in the digital era
7. Promotion in the digital era
8. Content marketing & storytelling
9. Midterm Exam/Project
10. Social media marketing
11. Search engine optimization (SEO)
12. Omnichannel marketing
13. Emerging trends & technologies in digital marketing
14. Other related issues (e.g., Digital ethics & data privacy)
15. Consultation week for the final project
16. Final Project Presentation
17. Final Exam
18. Supplementary Teaching (Flexible)

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

(無None)

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

1. Lecture
2. Discussion
3. In-class activities
4. Group project
5. Presentation
6. Exams

其他

Miscellaneous