



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	網路行銷		學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	Internet Marketing			
科目代碼 Course Code	IB_57770	系級 Department & Year	碩士	開課單位 Course-Offering Department
國際企業學系				
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/玗公明			
先修課程 Prerequisite				
課程描述 Course Description				
<p>Digital marketing has transformed how organizations connect with consumers and create value. This course aims to equip students with the knowledge and analytical skills needed to design, evaluate, and implement effective digital marketing campaigns. With a focus on integrated marketing strategies, students will examine how brands use digital platforms, social networks, and multimedia content to engage target audiences and foster long-term relationships. Through real-world examples from global businesses of all sizes, students will learn to leverage online networks, digital content, and emerging tools (e.g., AI, IoT, immersive technologies) to build brand awareness, drive engagement, and influence consumer behavior.</p>				
課程目標 Course Objectives				
<p>1. 講授網路行銷之基本概念及理論架構。 2. 介紹如何運用新興網路行銷媒體與工具。 3. 搭配網路行銷實例進行探討。</p>				
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進階知識與能力。Students will have advanced knowledge of international business.			●
B	具備多元邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems using logical and critical thinking.			●
C	具備領導、溝通協調與團隊合作之能力。Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.			○
D	具備國際視野以及外語溝通的能力。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 entrepreneurship			○
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the advanced 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	9/12: Course Overview	The schedule and content for each week are subject to change to meet the needs of the class.
2	9/19: The basics of marketing	The schedule and content for each week are subject to change to meet the needs of the class.
3	9/26: The role of digital marketing	The schedule and content for each week are subject to change to meet the needs of the class.
4	10/3: Consumer behavior in the digital era	The schedule and content for each week are subject to change to meet the needs of the class.
5	10/10: National day (國慶日) - NO CLASS	The schedule and content for each week are subject to change to meet the needs of the class.
6	10/17: Products and branding in the AI-driven era	The schedule and content for each week are subject to change to meet the needs of the class.
7	10/24: Retrocession Day (光復節補假) - NO CLASS	The schedule and content for each week are subject to change to meet the needs of the class.
8	10/31: Promotion in the digital era: Virtual influencers and metaverse	The schedule and content for each week are subject to change to meet the needs of the class.
9	11/7: Marketing Research: Big Data and AI Analytics	The schedule and content for each week are subject to change to meet the needs of the class.
10	11/14: Midterm Exam	The schedule and content for each week are subject to change to meet the needs of the class.
11	11/21: Social media marketing	The schedule and content for each week are subject to change to meet the needs of the class.

12	11/28: Omnichannel marketing	The schedule and content for each week are subject to change to meet the needs of the class.
13	12/5:SEM & SEO	The schedule and content for each week are subject to change to meet the needs of the class.
14	12/12: Consulting week for final presentation	The schedule and content for each week are subject to change to meet the needs of the class.
15	12/19: Emerging trends and topics	The schedule and content for each week are subject to change to meet the needs of the class.
16	12/26: Final Presentation	The schedule and content for each week are subject to change to meet the needs of the class.
17	2026/01/02: Final Exam	The schedule and content for each week are subject to change to meet the needs of the class.
18	2026/01/09: Supplementary Teaching (Flexible)	The schedule and content for each week are subject to change to meet the needs of the class.

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:

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:

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(含出缺席) General Performance (Attendance Record)	10%		✓						To be determined
期中考成績 Midterm Exam	20%	✓	✓			✓			To be determined
期末考成績 Final Exam	40%	✓		✓			✓		To be determined
作業成績 Homework and/or Assignments	10%								To be determined
其他 Miscellaneous (In-class Activities, Group Discussions, etc.)	20%		✓	✓		✓			To be determined

評量方式補充說明

Grading & Assessments Supplemental instructions

The grading and assessment policies are subject to change meet the needs of the class.

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.)

Textbook (Recommended):

Dave Chaffey & Fiona Ellis-Chadwick (2022). Digital marketing: Strategy, Implementation and Practice (8th Edition). Pearson.

Additional reading (Recommended):

Philip Kotler, Hermawan Kartajaya, & Iwan Setiawan (2023). Marketing 6.0: The Future Is Immersive. Wiley.

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.)

其他補充說明 (Supplemental instructions)