國立東華大學
教學計劃表　Syllabus

課程名稱(中文) Course Name in Chinese	數位行銷			學年/學期 Academic Year/Semester	114/2
課程名稱(英文) Course Name in English	Digital Marketing				
科目代碼 Course Code	DMSI20080	系級 Department & Year	學二	開課單位 Course-Offering Department	數位行銷與服務創新國際學士班
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/玎公明				
先修課程 Prerequisite	/#計算機概論				

課程描述　Course Description

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.

課程目標　Course Objectives

	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	●
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

授 課 進 度 表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	1 (2/26): Course overview	The schedule and content for each week are subject to change to meet the needs of the class.

2	2 (3/05): The basics of marketing	The schedule and content for each week are subject to change to meet the needs of the class.
3	3 (3/12): Marketing in a digital world	The schedule and content for each week are subject to change to meet the needs of the class.
4	4 (3/19): 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	5 (3/26): 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.
6	6 (4/02): Products and branding in the digital era	The schedule and content for each week are subject to change to meet the needs of the class.
7	7 (4/09): Promotion in the digital era	The schedule and content for each week are subject to change to meet the needs of the class.
8	8 (4/16): Content marketing & storytelling	The schedule and content for each week are subject to change to meet the needs of the class.
9	9 (4/23): Midterm Exam/Project	The schedule and content for each week are subject to change to meet the needs of the class.
10	10 (4/30): Social media marketing	The schedule and content for each week are subject to change to meet the needs of the class.
11	11 (5/07): Search engine optimization (SEO)	The schedule and content for each week are subject to change to meet the needs of the class.
12	12 (5/14): Omnichannel marketing	The schedule and content for each week are subject to change to meet the needs of the class.
13	13 (5/21): Emerging trends & technologies in digital marketing	The schedule and content for each week are subject to change to meet the needs of the class.

14	14 (5/28): Other related issues (e.g., Digital ethics & data privacy)	The schedule and content for each week are subject to change to meet the needs of the class.
15	15 (6/04): Consultation week for the final project	The schedule and content for each week are subject to change to meet the needs of the class.
16	16 (6/11): Final Project Presentation	The schedule and content for each week are subject to change to meet the needs of the class.
17	17 (6/18): Final Exam	The schedule and content for each week are subject to change to meet the needs of the class.
18	18 (6/25): 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 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 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)

Academic Policy & Other Guidelines:
· Any form of academic dishonesty (e.g., cheating, misrepresentation, plagiarism) will lead to a failing grade. Always properly cite and acknowledge all sources to avoid unintentional plagiarism. This course does not tolerate academic dishonesty.
· An absence of more than two weeks will negatively impact your final grade and may lead to failure in the course. If you expect an unavoidable absence, please notify me in advance.
· Punctuality is essential, as being late disrupts the learning environment for others. Attendance will be recorded during the first half hour and through cold-calls.
· At the end of the semester, if your grade is on the borderline between two levels, your attendance, in-class participation, and overall performance during the semester will be key factors in determining your final grade.
· While you may use ChatGPT for English editing and proofreading, avoid relying on it to construct your reasoning. Developing your own thoughts and rationale is a critical skill in this business environment. If you use ChatGPT for assistance, always double-check its output and acknowledge its contribution where applicable.
· The instructor is available to support students with disabilities. If you need assistance, please don't hesitate to reach out to me.
· If you have any questions, feel free to ask. There's no such thing as a "dumb" question.
· I aim to create an open and harmonious learning environment. Please be respectful, kind, and cooperative with your classmates and instructor. Let's work together to make this course enjoyable!