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| 學科代號 Subject Code | 292141 | | |
| 科目名稱 Course Title | 數位行銷 Digital Marketing | 課程簡碼 Course No. | EIB-214-01-A1 |
| 開課系級 Dept | 國際企業英語學士學位學程二年甲班 A-EIB-2A | 學分數 Credit(s) | 3 時數 Hour(s) 3 |
| 選別 Required or Elective | 4-系必 | 開課別 Duration | 半年 第一學期 |
| 授課教師 Instructor | 林志丞、張雅惠、陳朝斌 | | |
| 授課教師學術專長 the Instructor's Areas of Specialization | 國際金融與貨幣、產業政策分析 | | |
| 缺曠課規定 Attendance Policy | 缺曠課時數(含事/病假)達授課總時數三分之一(18小時)以上者，學期成績以零分計。 Student will receive a semester grade of zero for a course if absences from class exceed one third (18hrs) of total class hours. | | |
| 中文課程概要 Chinese Course Description | 現代信息技術為企業和日常用戶創造了許多機會。無論是用於營銷溝通的社交媒體，還是用於市場研究和消費者行為洞察的互聯網統計數據，理解數位行銷是每位商業專業人士必備的技能。 | | |
| 英文課程概要 English Course Description | Modern information technologies created many opportunities for business and everyday users. Whether it's social media used for marketing communication or internet statistics used for marketing research and consumer behavior insights, it is obvious that understanding digital marketing is an essential skill for any business professional. | | |
| 基本核心能力 / 系核心能力 Core Competency | 『註:該課程之核心能力以紅色表示。』 | | |
| 教學目標 Course Objectives | This course will present various concepts and tools for analyzing international marketing strategies, and evaluating the marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.). Specifically, the focus will be on developing, evaluating and implementing international marketing strategy at the corporate, regional and local. | | |
| 授課方式 Approach to Instruction | Lecture and discussion, question and answer method, case study, CDIO Teaching Method embedded | | |
| 課程授課語言 Course language | 英語 | | |
| 是否自編教材 Whether self-edited textbooks | 是 | | |
| 成績評定 Grading | 平時評量 30% : 平時評量 30% : Attendance rate and individual assignments, in-class questions. Students will be encouraged to have extra points for proactive behavior. 期中評量 30% : Group assignment 期末評量 40% : Final Presentation | | |
| 參考書目 Textbooks and References | E-Marketing by Raymond Frost, Alexa K. Fox, Judy Strauss 9th Edition, 2024 | | |
| 聯絡方式 Contact Info | email : cclin@g2.usc.edu.tw Remote teaching: https://meet.google.com/xgp-wqmt-qcw | | |
| 備註 Remark | CDIO Teaching Method embedded | | |

| 週次 Week | 進度內容 Syllabus |
|-------------------|---|
| 第1週 (09/07~09/13) | Course Introduction |
| 第2週 (09/14~09/20) | Self-Study |
| 第3週 (09/21~09/27) | (1) Strategic Internet Marketing and Performance Metrics (Concept Development)(2) Social Media Marketing Tools (Practical Skill Development)Techniques using different social media platforms to connect with the audience and convert them to a call of action.(CDIO teaching model - Conceive and Implement) |
| 第4週 (09/28~10/04) | (1) The Internet Marketing Plan (Concept Development)(2) Social Media Marketing Tools (Practical Skill Development)Techniques using different social media platforms to connect with the audience and convert them to a call of action(CDIO teaching model: Operate Phase) |
| 第5週 (10/05~10/11) | National Day (Celebration for Taiwan's Birthday) |
| 第6週 (10/12~10/18) | (1) Global Internet Marketing 3.0 (Concept Development)(2) Search Engine Optimization (Practical Skill Development)Techniques used to optimize online article, website, or blog for traffic and revenue generation. On-page optimization, off-page optimization, keywords, Google AdWords are covered under SEO.(CDIO teaching model - Conceive phase) |
| 第7週 (10/19~10/25) | (1) Ethical and Legal Issues (Concept Development)(2) Search Engine Marketing (Practical Skill Development)Techniques used to increase the visibility of webpages on Google search results(CDIO teaching model - Conceive phase) |
| 第8週 (10/26~11/01) | (1) Consumer Behavior Online (Concept Development)(2) Content Strategy (Practical Skill Development)Learning how to create content that matches the user intent and also firms' business goals(CDIO teaching model - Conceive phase) |
| 第9週 (11/02~11/08) | Midterm Presentation. |

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|--------------------|---|
| 第3週 (09/21~09/27) | (1) Strategic Internet Marketing and Performance Metrics (Concept Development)(2) Social Media Marketing Tools (Practical Skill Development)Techniques using different social media platforms to connect with the audience and convert them to a call of action.(CDIO teaching model - Conceive and Implement) |
| 第4週 (09/28~10/04) | (1) The Internet Marketing Plan (Concept Development)(2) Social Media Marketing Tools (Practical Skill Development)Techniques using different social media platforms to connect with the audience and convert them to a call of action(CDIO teaching model: Operate Phase) |
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| 第8週 (10/26~11/01) | (1) Consumer Behavior Online (Concept Development)(2) Content Strategy (Practical Skill Development)Learning how to create content that matches the user intent and also firms' business goals(CDIO teaching model - Conceive phase) |
| 第9週 (11/02~11/08) | Midterm Presentation. |
| 第10週 (11/09~11/15) | Midterm Presentation. |
| 第11週 (11/16~11/22) | (1) Segmentation, Targeting, Differentiation, and Positioning Strategies (Concept Development)(2) Creating a Website (Practical Skill Development)Learning how to create a website on WordPressCDIO Stage: Conceive and Deisgn |
| 第12週 (11/23~11/29) | (1) Product: The Online Offer (Concept Development)(2) How to use open AI (ChatGPT) to develop your e-marketing program:Tool 1: copy.AI (Practical Skill Development) |
| 第13週 (11/30~12/06) | (1) Price: The Online Value (Concept Development)(2) How to use open AI (ChatGPT) to develop your e-marketing program:Tool 2: Perplexity.AI (Practical Skill Development) |
| 第14週 (12/07~12/13) | (1) The Internet for Distribution (Concept Development)(2) How to use open AI (ChatGPT) to develop your e-marketing program:Tool 3: Sitekick.AI (Practical Skill Development) |
| 第15週 (12/14~12/20) | 1) Internet Marketing Communication: Owned Media (Concept Development)(2) How to use open AI (ChatGPT)to develop your e-marketing program:Tool 4: Using AI to conduct SEO (Practical Skill Development) |
| 第16週 (12/21~12/27) | Final project presentation(CDIO teaching model - Operate phase) |
| 第17週 (12/28~01/03) | Final project presentation(CDIO teaching model - Operate phase) |
| 第18週 (01/04~01/10) | Flexible supplement teaching week. |

課程與專門議題之關聯性Relationship between Courses and Specific Issues
課程學習融入下列議題的程度The degree to which specific issues are integrated into courses

| 議題 Issue | 關聯性 Relevance | 議題 Issue | 關聯性 Relevance |
|---|--------------------------|---|--------------------------|
| 性別平等教育 Gender Equality | 間接相關(Indirect Relevance) | 環境與能源教育 Environment, Energy and Resources | 間接相關(Indirect Relevance) |
| 品德教育 Character Education | 間接相關(Indirect Relevance) | 職業安全衛生教育 Occupational Security and Hygiene | 間接相關(Indirect Relevance) |
| 生命教育 Life Education | 無關聯性(No Relevance) | 保護智慧財產權 Copyright Protection | 間接相關(Indirect Relevance) |
| 法治教育 Law-Related Education | 間接相關(Indirect Relevance) | 個人資料保護 Personal Information Protection | 直接相關(Direct Relevance) |
| 公民教育 Civic Education | 間接相關(Indirect Relevance) | 資訊安全 Information Technology Security | 直接相關(Direct Relevance) |
| 人權教育 Human Rights | 間接相關(Indirect Relevance) | 生涯規劃 Career Planning | 無關聯性(No Relevance) |
| 服務學習 Service Learning | 間接相關(Indirect Relevance) | 多元文化學習 Multi-Cultural Learning | 間接相關(Indirect Relevance) |
| 生活防災教育 Disaster Prevention Education | 無關聯性(No Relevance) | 食品安全教育 Food Safety Education | 無關聯性(No Relevance) |
| 長期照護 Long-Term Care | 無關聯性(No Relevance) | 媒體素養 Media Literacy | 間接相關(Indirect Relevance) |
| 家庭與婚姻 Family and Marriage | 無關聯性(No Relevance) | 勞動權益教育 Labor Rights | 間接相關(Indirect Relevance) |

聯合國永續發展目標(SDGs)



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