

開南大學 96 年度第一學期

資電學系、所、中心科目教學計劃表

課程編號	2 0 2 0 2 2 2 0 0	<input type="checkbox"/> 必修 <input checked="" type="checkbox"/> 選修	授課教師：洪正明 開課系所：資訊及電子商務 年級班別：三年 AB 班	老師 學系
班次	202022200, 01			
課程名稱(中文)		學分數	課程名稱(英文)	
網路行銷		3	Internet Marketing	
教學目標 與內容	The purpose of Internet Marketing is to give student a chance to understand the content of Internet Marketing. The topic of this course including : Introduction to Marketing on the Internet, Categories of Internet Marketing, What Exactly Is the Internet?, Web Browser Software, Communicating with Consumers Online, Using the Internet to Communicate, How to Create a Web Page, Web Communications Strategy, Human Information Processing of Web Sites, What a Web Site Should Look Like, Web Site Copy, Advertising Banners, Computer-Mediated Selling, Shopping on the Internet, Business-to-Business Internet Marketing, Online Selling Strategies, The Mechanics of Electronic Commerce, Providing Web Content, The Content Site Visitor, Strategies for Providing Content, Legal and Ethical Issues, Web Log Data, New Functions New Businesses, The Digital Future.			
	<input checked="" type="checkbox"/> 講解法 <input type="checkbox"/> 實作法 <input checked="" type="checkbox"/> 討論法 <input type="checkbox"/> 演習法 <input checked="" type="checkbox"/> 問答法 <input type="checkbox"/> 其他 _____			
評量方式	期中測驗 30% 期末測驗 40% 平時成績 30% 其他 _____ 成績 <input type="checkbox"/> <input type="checkbox"/> %			
授課使用及 參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。 授課教材：Hofacker "Internet Marketing" 2001, 3 Edition, ISBN: 0471390518, J.W.新加坡商約 翰威立股份有限公司台灣分公司 參考書籍：Jagdish N. Sheth, David M. Gardner, and Dennis E. Garrett "Marketing Theory : Evolution and Evaluation" John Wiely & Sons, USA, 1988			
科目簡介(含課程大綱及教學進度)：				
Week1 : Introduction Week2 : 1. Categories of Internet Marketing / 2. What Exactly Is the Internet? Week3 : 3. Web Browser Software / 4. Using the Internet to Communicate Week4 : 5. How to Create a Web Page / 6. Web Communications Strategy Week6 : 7. Human Information Processing of Web Sites / 8. What a Web Site Should Look Like Week7 : 9. Web Site Copy / 10. Advertising Banners Week8 : 11. Shopping on the Internet 12. Business-to-Business Internet Marketing Week9 : .Midterm Examination Week10 : 13. Online Selling Strategies / 14. The Mechanics of Electronic Commerce Week11 : 14. The Mechanics of Electronic Commerce Week12 : 15. The Content Site Visitor Week13 : 16. Strategies for Providing Content Week14 : 17. Legal and Ethical Issues Week15 : 18. Web Log Data Week16 : 19. The Digital Future Week17 : .Final Report and Review Week18 : .Final Examination				
說明： 1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。 2. 本表於 91.4.23 第四次校課程委員會討論通過。				

課程委員會召集人：

楊正清

授課教師：

洪正明

課務組
辦事員 郭惠姍課務組
96.9.14
收文章

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