

開南大學 96 年度第二學期 資電學系、所、中心科目教學計劃表

課程編號	2	7	2	0	M	1	1	4	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：碩專一年級	老師 學系
班次	01											
課程名稱(中文)										學分數	課程名稱(英文)	
網路行銷專論(選)										3	Special Topic of 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□□%											
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：1.Jagdish N. Sheth, David M. Gardner, and Dennis E. Garrett "Marketing Theory : Evolution and Evaluation" John Wiley & Sons, USA, 1988 2.羅家德"網際網路關係行銷"2001,台北,聯經											

科目簡介(含課程大綱及教學進度)：

Weekly Schedule:

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：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。

1. 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：

授課教師：

洪正明

課程委員會