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開南大學 95 年度第 1 學期

資訊與電子商務學系科目教學計劃表

科目代碼	科目名稱	授課教師	修別	開課年級	學分數	每週時數
20203 9500,0 1	中文：網路行銷	洪正明	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	進修三年A班	3	3
	英文：Internet Marketing	先修課程				
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.					
實施方法	<input checked="" type="checkbox"/> 講解法。 <input checked="" type="checkbox"/> 實作法。 <input type="checkbox"/> 討論法。 <input type="checkbox"/> 演習法。 <input 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	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 Jagdish N. Sheth, David M. Gardner, and Dennis E. Garrett "Marketing Theory : Evolution and Evaluation" John Wiley & Sons. USA. 1988					
科目簡介(可含人網及教學進度)：	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：

楊臣清

授課教師：

洪正明

