

# 101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	2925 / BAR5020
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)89A / J114	Language	Chinese

Introduction
This course introduces business model and related concept of electronic commerce,

Outline
<ol style="list-style-type: none"><li>1. Introduction to EC</li><li>2. EC Retailor operation</li><li>3. Internet consumer and marketing research</li><li>4. EC advertsing</li><li>5. EC in service industry</li><li>6. EC among business</li><li>7. Electronic pay system</li><li>8. EC strategy</li><li>9. Customer support and Online quality</li><li>10 New product development and Internet</li><li>11.Flow and Brand building</li><li>12. Online community</li><li>13. Internet pricing</li></ol>

Prerequisite
Marketing