

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	1509 / 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)567 / J114	Language	Chinese

Introduction

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

Outline

1. Introduction to EC
2. EC Retailor operation
3. Internet consumer and marketing research
4. EC advertsing
5. EC in service industry
6. EC among business
7. Electronic pay system
8. EC strategy
9. Customer support and Online quality
- 10 New product development and Internet
- 11.Flow and Brand building
12. Online community
13. Internet pricing

Prerequisite

Marketing