

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	網路行銷專題	Serial No. / ID	1435 / IGR6114
Dept.	資訊管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	吳為聖	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)234 / J117	Language	Chinese

Introduction
This course provides internet marketing research-related technology and trains the student with internet marketing research abilities, whereby they can apply the technologies in internet marketing research and internet marketing plan in order to help the company.

Outline
<ol style="list-style-type: none">1. Introduction of E-marketing2. The features and behavior of internet users.3. Knowledge for marketing4. Product and pricing5. Product distribution6. Propagation in internet marketing7. Customer relationship management8. Data collection for E-marketing9. Data analysis and reports10. Method for sale forecasting11. E-marketing planning

Prerequisite
<ol style="list-style-type: none">1. Marketing management2. Information management