

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	數位行銷	Serial No. / ID	1835 / MDI3003
Dept.	多媒體數位內容學位學程	School System / Class	大學日間部3年1班
Lecturer	張顧耀	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)234 / A406	Language	Chinese

Introduction
To look at the world of digital marketing: how it got started, how it got to where it is today and where the thought leaders in the industry believe it is headed in the future. To learn how to harness the power of digital media and use it to achieve the utmost success in business.

Outline
Key topics includes: <ul style="list-style-type: none">- search marketing- social media- mobile marketing- affiliate marketing- e-mail marketing- customer engagement

Prerequisite
None