

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	網路行銷	Serial No. / ID	2638 / GMN5207
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年1班
Lecturer	鍾育明	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(五)ABC / B201	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