

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	電子商務	Serial No. / ID	2097 / 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	曾清枝	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(三)234 / B503	Language	Chinese

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

Outline
<ol style="list-style-type: none">1. Introduction to EC2. EC Retailor operation3. Internet consumer and marketing research4. EC advertsing5. EC in service industry6. EC among business7. Electronic pay system8. EC strategy9. Customer support and Online quality10 New product development and Internet11.Flow and Brand building12. Online community13. Internet pricing

Prerequisite
Marketing