

_104_學年度 _商_學院 英語授課課程大綱

課程名稱 Course Title <input type="checkbox"/> 模組 <input type="checkbox"/> 個別	(中文) 數位媒體與行銷
課程目標 Course Objectives	(英文) Digital Media and E-Marketing This course explores the multi-faceted nature of new media and e-marketing. Classroom lecture is supplemented by website visits, guest lectures, and field research to develop an appreciation of the ways that new media and the latest e-marketing applications have shaped the work and leisure of life. This course also provides a broad review of the history, culture, and political development of public policy in the infrastructure, liberalization, and deregulation arena concerning information technology and e-marketing applications, press media (printed, broadcast, and online), privacy, intellectual property, equity access to information.
課程大綱 Course Objectives	<p>It is technically possible to connect everyone to everyone else either by wire or wireless means. But would this necessarily be a good democratic society or even a pleasant place to live in? The same technology that can provide surveillance for national security, law enforcement and accountability can also be used for social and political control and the targeting of unpopular groups and individuals. The same technology that can bring instant and cheap communication can also bring pornography and hate speech.</p> <p>Access to lifelong learning opportunities and government services can also be used to unduly influence and persuade non-critical, naive users by spying on their preferences, habits, life-styles and practices, or to divert and distract citizens away from empowering themselves via self-governing, civic, participatory democratic activity. Once a media culture takes shape in a society, it becomes a de facto standard for users. Despite the technological commonality, the social implications of communication technologies are quite different among nations, states, regions.</p> <p>Will media cultures converge among different countries? Is wiretap against universal human right or a passing technological anomaly? What is public key and how does it differ from private key? What part of that difference is critical for human freedom, and what elements are risks to the common safety?</p> <p>This class presents the backbones and transformations of information technology revolution. As telecommunications-based new media technologies and e-marketing applications develop rapidly and unevenly in the world, government and industry policy has become a priority among government leaders and academic researchers.</p>

<p>上課進度</p> <p>Weekly Course Schedule</p>	<p>Week 1-2: Email Marketing</p> <p>Week 3-4 Virtual Community</p> <p>Week 5 Digital IQ</p> <p>Week 6-7 Search Engine Analytics and Display Advertising</p> <p>Week 8 Advertising Ecosystem and Advanced Analytics</p> <p>Week 9-10 Social Media</p> <p>Week 11 User Generated Content (UGC)</p> <p>Week 12 Inbound Marketing Analytics and Web2.0 Tools</p> <p>Week 13 Mobile Bands</p> <p>Week 14 Online Dialogue</p> <p>Week 15 Demographics, Partnerships</p> <p>Week 16 Content and Links</p> <p>Week 17 Targeted Customers</p> <p>Week 18 Prizes, Games</p>
<p>教學方式</p> <p>Instructional Method</p>	<p>Lectures</p> <p>Individual Presentations</p> <p>Case Studies</p> <p>Video Viewings</p> <p>Website Discussion</p>
<p>課程要求</p> <p>Course Requirements</p>	<p>Since this course revolves about the process with which a fast changing idea is incorporated in any field of information technology, new media literature and e-marketing, it is particularly important for students to be in class and participate in class discussion to benefit from all your fellow student-scholars and instructor have to offer.</p>
<p>評量方式</p> <p>Evaluation</p>	<p>Participation 50%</p> <p>Group Presentation 20%</p> <p>Final Report 30%</p>
<p>教材及參考書目</p> <p>Textbooks & Suggested Materials</p>	<p>References available upon request.</p>
<p>課程相關 連結網址</p> <p>Course Website</p>	<p>http://amic.org.sg/</p> <p>http://www.internetnews.com/</p> <p>http://www.epic.doc.gov/</p> <p>http://www.ntia.doc.gov/</p> <p>http://www.gpsr.org/</p> <p>http://www.marketwire.com/</p> <p>http://www.soumu.go.jp/</p> <p>http://www.wired.com/</p> <p>http://www.washingtonpost.com</p>

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	http://infoition.com/ http://www.networkworld.com/ http://thomas.loc.gov/ http://www.fcc.gov/Welcome.html
備註 Remarks	

申請教師簽章: 湯宗益

開課單位主管簽章: 資管系主任 李有仁