

B.B.A. Program in Information Management
Department of Information Management
College of Management
NATIONAL CHUNG CHENG UNIVERSITY
Spring 2022

Department	Department of Information Management		
Course Name	Internet Marketing	Credit	3
Course Code	5303111_01		
Instructor	Name: Eldon Y. Li E-mail: miseli@ccu.edu.tw Phone: 05-2720411 ext. 34624 Class Hour: Friday 14:10~17:00 Office Hour: By appointment Office Room: 618, College of Management WeChat/LINE ID: eldonyli1		
Location/ Time	616B College of Management / Monday & Wednesday 16:15~17:30		
Prerequisites	None.		
Course Objectives	The objective of this course is to discuss electronic business applications from strategic & marketing perspectives and discuss the feasibility of internet marketing from an integrated view of the economy, information technology, and marketing.		
Course Materials	[1] Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation & Practice. Harlow, Essex: Pearson. https://ilib.tw/book/5493456/73b224 . [2] Several case studies from different publishers Case-1: eBay Case-2: Boo hoo Case-3: Social media celebrities Case-4: ASOS Case-5: Spotify Case-6: Dell Case-7: i-to-i.com online English Case-8: Facebook Case-9: Amazon PayPal, Shopee, Taobao, JD, Yahoo, Rakuten CASE STUDY: Pindoudou (Readings)		

Course Web	<ul style="list-style-type: none"> [1] Course website. http://eli.johogo.com/Class/CCU/ [2] Chaffey’s textbook companion website. https://wps.pearsoned.co.uk/ema_uk_he_chaffey_digmark_7/ [3] Chaffey’s textbook support website. https://www.smartinsights.com/book-support/ [4] Experimental website. http://bodycola.com/ [5] Mary Meeker’s Internet Trends Report 2019. https://www.bondcap.com/#internettrends [6] YouTube video. The Machine that Changed the World: Inventing the Future [7] What ate the data sizes? http://highscalability.com/blog/2012/9/11/how-big-is-a-petabyte-exabyte-zettabyte-or-a-yottabyte.html [8] Free images for open access. https://www.pexels.com 			
Reference	<ul style="list-style-type: none"> [1] Diamond, S. (2019). <i>Digital Marketing All-in-One For Dummies</i>. Hoboken, NJ: John Wiley & Sons. [2] Frost, R., Fox, A.K., & Straus, J. (2018). <i>E-Marketing</i>, 8th edition. New York: Routledge. ISBN: 978-1-315-18901-7. https://doi.org/10.4324/9781315189017 [3] Levin, A. (2020). <i>Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising</i>. New York: Apress/Pearson. [4] McGruer, D. (2020). <i>Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business</i>. Hoboken, NJ: John Wiley & Sons. [5] Rajamannar, R. (2021). <i>Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow’s Consumers</i>. New York: HarperCollins. 			
Evaluation	<input type="checkbox"/> Pre-test		<input checked="" type="checkbox"/> Project Writing (Team FC)	10%
	<input checked="" type="checkbox"/> Quiz	20%	<input checked="" type="checkbox"/> Class Participation	8%
	<input type="checkbox"/> Midterm Test	20%	<input checked="" type="checkbox"/> Case Assignment (Team FC)	10%
	<input type="checkbox"/> Final Test	20%	<input checked="" type="checkbox"/> Project Presentation (Team FC)	10%
	<input type="checkbox"/> Profile Report	%	<input type="checkbox"/> Role Playing	%
	<input type="checkbox"/> Lab Exercises	%	<input type="checkbox"/> Certification	%
	<input type="checkbox"/> Oral Exam	%	<input checked="" type="checkbox"/> Others: Team Evaluation Form	2%
Important Notes and Policies	<p>Student’s weekly tasks:</p> <ol style="list-style-type: none"> 1. Each <i>student</i> reads the assigned chapter (Click here). 2. Each <i>student</i> completes the online questions of the chapter. (https://wps.pearsoned.co.uk/ema_uk_he_chaffey_digmark_7/253/64962/16630373.cw/) and email the results to the instructor at miseli@ccu.edu.tw. 3. Each <i>team</i> orally presents the progress of the project. <p>Student <i>team</i>’s project and case study tasks:</p> <ol style="list-style-type: none"> 1. Reports one case study assigned in class. 2. Develops a project and orally present at the end of the course. 			

**IM 3111: Internet Marketing
2022 CLASS SCHEDULE**

週次 Week	日期 Date	內容 Description	教材章節 Textbook
1	2/14	Syllabus and Introduction	Handouts
	W	Video: The Machine that Changed the World: Inventing the Future	YouTube (57:28)
2	2/21	E-business technologies: Past, present, and future Video: Introduction to Amazon Echo Plus	Lecture slides: LS1, LS2.
	W	1. Introducing digital marketing	Ch.1 , pp. 51-125 (75 pages)
3	2/28	HOLIDAY	NO CLASS
	3/1	PR: PROJECT PLAN	FC
4	3/7	2. Online marketplace analysis: micro-environment	Ch.2 , pp. 126-201 (76 pages)
	W	PR: STOREFRONT DESIGN	FC
5	3/14	3. The digital macro-environment	Ch.3 , pp. 202-273 (72 pages)
	W	PR: STOREFRONT CONTENTS	FC
6	3/21	4. Digital marketing strategy CASE STUDY: Pindoudou (Readings)	Ch.4 , pp. 277-368 (92 pages)
	W	PR: STOREFRONT IMPLEMENTATION	FC
7	3/28	5. Digital media and the marketing mix (BPP 騎士堡)	Ch.5 , pp. 369-441 (73 pages)
	W	GUEST SPEECH: SEO & GOOGLE ANALYTICS	GUEST SPEAKER
8	4/4	HOLIDAY	NO CLASS
	W	FC: CASE STUDY 1 & 2	FC
9	4/11	MIDTERM EXAM WEEK	Covers Ch. 1 - 5
	W *		
10	4/18	6. Relationship marketing using digital platforms	Ch.6 , pp. 442-526 (85 pages)
	W	FC: CASE STUDY 3 & 4	FC
11	4/25	7. Delivering the digital customer experience GUEST SPEECH: MYHOMES.COM.TW	Ch.7 , pp.530-644 (115pages) GUEST SPEAKER
	W	PR: STOREFRONT OPERATIONS	FC
12	5/2	7. Continued	Ch.7 Continued
	W	PR: STOREFRONT OPTIMIZATION	FC
13	5/9	8. Campaign planning for digital media	Ch.8 , pp. 645-720 (76 pages)
	W	FC: CASE STUDY 5 & 6	FC
14	5/16	9. Marketing communications using digital media chann.	Ch.9 , pp.721-838 (118pages)
	W	PR: PROJECT DOCUMENTATION	FC
15	5/23	9. Continued	Ch.9 , Continued
	W	GUEST SPEECH: ORANGE & WEKA DATA MINING	GUEST SPEAKER
16	5/30	10. Evaluation and improvement of digital channel perf.	Ch.10 , pp.839-908 (70pages)
	W	FC: CASE STUDY 7 & 8	FC
17	6/6	Project team presentations 1, 2	FC
	W	Project team presentations 3, 4	FC
18	6/13	FINAL EXAM WEEK	Covers Ch. 1 - 10
	W *		

* No class on Wednesday due to Midterm and Final Exam; FC= flipped classroom; PR: project review.

ASSURANCE OF LEARNING CHECKLIST

B.B.A Program

		<input checked="" type="checkbox"/> Lecture		Assessment Methods		<input checked="" type="checkbox"/> Study Group	
Pedagogical Methods	Mission	<input checked="" type="checkbox"/> Case Discussion	To Create and share	<input checked="" type="checkbox"/> Leading-edge Field Research	relevant to		
	Evaluation	<input checked="" type="checkbox"/> e-Learning	business that is of	<input checked="" type="checkbox"/> Internship	high impact and recognized by the		
		<input checked="" type="checkbox"/> Project Adv	international academic	<input type="checkbox"/> Semiprofessional	learning		
		<input checked="" type="checkbox"/> Role Playing		<input type="checkbox"/> Independent Study			
		<input type="checkbox"/> Business Simulation	Information	Knowledge	Dial	Quantitative	Global
		<input type="checkbox"/> Theater Learning	Technology	Integration	Others: Skill	Presentation	Business Ethics
Direct Methods	Assignment		V	B. B. A. Program			V
	Quiz	<input checked="" type="checkbox"/> Information technology: Understanding the current IT.	V				V
	Test	<input checked="" type="checkbox"/> Information technology: Applying the current IT in business.	V				V
	Case Discussion/Presentation	<input checked="" type="checkbox"/> Knowledge integration: Understanding the content of key theories/knowledge.	V				V
		Term Paper/Project	<input checked="" type="checkbox"/> Knowledge integration: Applying key theories/knowledge in real practices.	V			V
Indirect Methods	Student Evaluation	<input checked="" type="checkbox"/> Knowledge integration: Realizing the implications of theories/knowledge.	V				V
	Of Objectives	<input type="checkbox"/> Quantitative skills: Understanding of the concept of the methods of	V				V
		General	quantitative analysis.				
		Satisfaction Survey	<input type="checkbox"/> Quantitative skills: Knowledge of the basic methods of analysis.				
Student Abilities Enhancement		<input type="checkbox"/> Quantitative skills: Knowledge of the complex quantitative methods of analysis. <input checked="" type="checkbox"/> Global vision: Demonstrating international views. <input checked="" type="checkbox"/> Global vision: Understanding cultural differences. <input checked="" type="checkbox"/> Business Ethics: Understanding ethical issues. <input type="checkbox"/> Business Ethics: Illustrating fair course of action. <p style="text-align: center;">B. A. Program</p> <input type="checkbox"/> Information technology: Understanding the current IT. <input type="checkbox"/> Information technology: Applying the current IT in economics. <input type="checkbox"/> Knowledge integration: Understanding the content of key theories/knowledge. <input type="checkbox"/> Knowledge integration: Applying key theories/knowledge in real practices. <input type="checkbox"/> Knowledge integration: Realizing the implications of theories/knowledge. <input type="checkbox"/> Quantitative skills: Understanding of the concept of the methods of quantitative analysis. <input type="checkbox"/> Quantitative skills: Knowledge of the basic methods of analysis. <input type="checkbox"/> Quantitative skills: Knowledge of the complex quantitative methods of analysis. <input type="checkbox"/> Global vision: Demonstrating international views.					

- Global vision: Understanding cultural differences.
- Business Ethics: Understanding ethical issues.
- Business Ethics: Illustrating fair course of action.

M. A. Program

- Information technology: Understanding the current IT.
- Information technology: Applying the current IT in economics.
- Knowledge integration: Understanding the content of key theories/knowledge.
- Knowledge integration: Applying key theories/knowledge in real practices.
- Knowledge integration: Realizing the implications of theories/knowledge.
- Decision-making: Defining the scope of a problem.
- Decision-making: Developing alternatives.
- Decision-making: Selecting optimal solution.
- Global vision: Demonstrating international views.
- Global vision: Understanding cultural differences.
- Business Ethics: Understanding ethical issues.
- Business Ethics: Illustrating fair course of action.

M. S. Program

- Information technology: Understanding the current IT.
- Information technology: Applying the current IT in business.
- Knowledge integration: Understanding the content of key theories/knowledge.
- Knowledge integration: Applying key theories/knowledge in real practices.
- Knowledge integration: Realizing the implications of theories/knowledge.
- Decision-making: Defining the scope of a problem.
- Decision-making: Developing alternatives.
- Decision-making: Selecting optimal solution.
- Global vision: Demonstrating international views.
- Global vision: Understanding cultural differences.
- Business Ethics: Understanding ethical issues.
- Business Ethics: Illustrating fair course of action.

M. B. A. Program

- Information technology: Understanding the current IT.
- Information technology: Applying the current IT in business.
- Knowledge integration: Understanding the content of key theories/knowledge.
- Knowledge integration: Applying key theories/knowledge in real practices.
- Knowledge integration: Realizing the implications of theories/knowledge.
- Leadership: Knowing different leadership theories.
- Leadership: Analyzing source of power.

	<ul style="list-style-type: none"> □ Leadership: Proposing effective leadership style for different situations. □ Global vision: Demonstrating international views. □ Global vision: Understanding cultural differences. □ Business Ethics: Understanding ethical issues. □ Business Ethics: Illustrating fair course of action. <p style="text-align: center;">E. M. B. A. Program</p> <ul style="list-style-type: none"> □ Communication Sills: Demonstrating oral and written communication skills effectively. □ Communication Sills: Developing the logical ideas for the audience to understand clearly. □ Communication Sills: Ability to facilitate communication and interactions within the team. □ Knowledge integration: Understanding the content of key theories/knowledge. □ Knowledge integration: Applying key theories/knowledge in real practices. □ Knowledge integration: Realizing the implications of theories/knowledge. □ Leadership: Knowing different leadership theories. □ Leadership: Analyzing source of power. □ Leadership: Proposing effective leadership style for different situations. □ Global vision: Demonstrating international views. □ Global vision: Understanding cultural differences. □ Business Ethics: Understanding ethical issues. □ Business Ethics: Illustrating fair course of action. <p style="text-align: center;">Ph.D. Program</p> <ul style="list-style-type: none"> □ Training in teaching: Teaching assistant or instructor. □ Training in teaching: Teaching evaluation. □ Specialized knowledge: Understanding the content of key theories/knowledge. □ Specialized knowledge: Applying key theories/knowledge in real practices. □ Specialized knowledge: Realizing the implications of theories/knowledge. □ Research skills: Developing advanced research skills that relevant to business problem. □ Research skills: Complete a doctoral dissertation which performs independent research. □ Global vision: Demonstrating international views. □ Global vision: Understanding cultural differences. □ Business Ethics: Understanding ethical issues. □ Business Ethics: Illustrating fair course of action.
<p>Contribution to learning goals</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Students are equipped with the ability to understand and analyze the operational processes of enterprises.

	<ul style="list-style-type: none">☑ Students are equipped with the ability to apply IT in the practical situations.☑ Students are equipped with the ability to carry out projects in Information Management field☑ Students are equipped with the abilities of innovative thinking and problems solving in Information Management field independently☑ Students are equipped with the ability to cooperate and collaborate with people from diversified fields☑ Students are equipped with social responsibility, humanities accomplishment, and sacrificing spirit.
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