國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：張恩欣

Instructor:An-Hsin Chang

課程名稱：電子商務與數位行銷

Course Title：E-Commerce and Digital Marketing

2026/11/3

課程代號： MA8706701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	R6(TR-209) R7(TR-209) R8(TR-209)
專業核心能力： Core Professional Competencies	International marketing planning and implementation capabilities International communication and coordination skills Analytical and problem-solving capabilities Communication and teamwork skills
課程網址： Course Website	N/A
課程宗旨： Course Objectives	With the coming of the digital era, cross-border e-commerce has become an important business model. As the digital platform presents a new way for international expansion, developing an international digital marketing strategy has become a critical challenge for businesses. This course will explore the realities and implications of electronic commerce from a marketer's perspective and will introduce a wide range of cross-border e-commerce issues, such as global cross-border trends, cross-border e-commerce practices, and e-commerce ecosystems, the challenges of traditional industry's digital transformation, online consumer behavior and consumption patterns, omnichannel marketing and major e-commerce platforms in regional markets. In addition, the course will introduce the concepts of e-commerce, cross-border e-commerce, and digital marketing practices through the case discussion on the practices of firms and product types to develop students' digital marketing planning and execution capabilities in the cross-border e-commerce marketplaces.
課程大綱： Outline of Lectures	Week　Topic Week 1　Course Introduction Week 2　Overview of Cross-border E-commerce and digital marketing Week 3　Cross-border E-commerce practices Week 4　Online merges offline Week 5　Digital marketing environment and the behavior of digital consumers Week 6　Digital marketing planning and marketing mix Week 7　Presentation Week 8　Filmmaking techniques Week 9　Mid-term presentation Week 10　KPIs in digital marketing Week 11　Display ads Week 12　Affiliate marketing and social media marketing Week 13　SEO and SEM, and content marketing Week 14　Customer experience management Week 15　Group presentation Week 16　Group presentation

授課方式： Method of Instruction	講授 Lecture：50% 分組討論 Group discussion：20% 案例研討 Case study：0% 操做練習 Practical exercises：30% 講授 Lecture：This course aims to help students: 1. Develop creative thinking skills to solve marketing challenges. 2. Understand key theories, concepts, and trends in creativity and their application to marketing. 3. Recognize the importance of creativity and design in marketing success. 4. Learn strategies to foster creativity in marketing efforts. 5. Create innovative marketing ideas through practical exercises and interactive activities.%
教科書： Textbooks	N/A
參考書目： References	• Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons. • Henneberry, R. (2019). The ultimate guide to digital marketing. Digital Marketer. • Huang, J. (2019). Digital Marketing. Taipei: Yeh Yeh Book Gallery • Kingsnorth, S. (2019). Digital marketing strategy: an integrated approach to online marketing. N
修課須知： Notice	N/A
評量方式： Grading	Assignment (Grading %) 1. Class participation and attendance (10%) 2. In-class exercises (Group work) (25%) 3. YouTuber case presentation (Group work) (10%) 4. Final term project: Short filmmaking and presentation (Group work) (35%) 5. Final exam (20%)
備註說明： Notes	N/A