

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：許莉菁

Instructor:Li-Fu Hsu

課程名稱：新媒體與社群行銷
數據分析

Course Title : New Media and Social
Marketing Data Analysis

2026/5/6

<p>課程代號： MI2204701 Course Code 學分數： 3 Credits</p>	<p>必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites</p>
<p>節次教室： F2(TR-512) F3(TR-512) F4(TR-512) Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p> <ul style="list-style-type: none"> ■管理專業知識(Comprehensive management knowledge) ■良好溝通表達之能力： <ul style="list-style-type: none"> ■口說溝通能力(Oral communication skills); □書寫溝通能力(Written Communication Skills) ■創新與創業能力(Innovation and Entrepreneurship) 	
<p>課程網址： Course Website</p>	
<p>課程宗旨： Course Objectives</p> <p>本課程主要在培養學生對新媒體與社群行銷的整體理解，並建立基礎的數據分析能力。面對社群平台與數位行銷快速變動的現況，企業越來越依賴數據來做出行銷決策與優化操作流程。課程設計以大學生為主要對象，透過理論介紹與實作練習，幫助學生建立從行銷目標設定、社群操作策略規劃，到成效追蹤與數據解讀的基本能力。</p> <p>課程內容將涵蓋新媒體特性、社群經營策略、基本數據分析觀念與工具應用，並透過案例分析與小型專題實作，引導學生學習如何運用數據觀察用戶行為，進而提出具洞察力的行銷策略。期望學生能在完成本課程後，具備面對真實行銷情境的初步規劃與分析能力，為未來深入行銷領域或跨域應用奠定基礎。</p> <p>This course is designed to cultivate students' comprehensive understanding of new media and social media marketing, while building a solid foundation in data analysis skills. In the face of the rapidly evolving landscape of social platforms and digital marketing, businesses increasingly rely on data to make informed marketing decisions and optimize their operations. Aimed primarily at undergraduate students, this course combines theoretical instruction with hands-on practice to help learners develop core competencies in setting marketing objectives, planning social media strategies, tracking performance, and interpreting data.</p> <p>The curriculum covers the characteristics of new media, strategies for managing social media communities, foundational concepts in data analysis, and the use of digital tools. Through case studies and mini-projects, students will learn how to observe user behavior through data, and apply their insights to propose effective marketing strategies. By the end of the course, students are expected to possess entry-level planning and analytical skills applicable to real-world marketing scenarios, laying a solid foundation for advanced study or interdisciplinary applications in th</p>	
<p>課程大綱： Outline of Lectures</p>	

本課程以新媒體與社群行銷為核心，結合數據分析觀念與實作技能，協助學生建立「策略規劃 × 數據解讀」的雙重能力。課程內容設計涵蓋數位行銷基礎概念、社群平台（如Facebook、Instagram、YouTube等）操作邏輯與內容策略、KPI指標設計、以及常見數據分析工具（如Google Analytics等）的應用。

- 1 課程介紹+第1章 新媒體與社群行銷概念解析
- 2 第2章 從傳統走向創新-解構當紅媒體與社群平台
- 3 第3章 新媒體與社群中的消費者行為與顧客樣貌
- 4 第4章 社群建立（一）行銷目標與受眾選擇
- 5 第5章 社群建立（二）研究競爭對手的行銷策略
- 6 第6章 社群建立（三）選擇與評估合適平台
- 7 各小組報告
- 8 期中考
- 9 第7章 社群操作（一）內容構思與圖文行銷
- 10 第8章 社群操作（二）遊戲化機制設計與策略應用
- 11 第9章 Google Analytics的贏家攻略
- 12 第10章 客群精準分析神器-「目標對象」報表
- 13 第11章「行為報表」實戰攻略
- 14 第12章 觸及率翻倍的轉換報表
- 15 第13章 提升數據分析品質的工具

16 期末考 This course focuses on the integration of new media and social media marketing with essential data analysis concepts and practical skills, aiming to equip students with dual competencies in strategic planning and data interpretation. The curriculum is designed to provide students with a comprehensive understanding of digital marketing fundamentals, the operational logic and content strategies of social platforms (e.g., Facebook, Instagram, YouTube, TikTok), KPI design, and the application of commonly used data analysis tools such as Google Analytics.

Weekly Topics

1. Course Introduction + Chapter 1: Understanding New Media and Social Media Marketing Concepts
2. Chapter 2: From Traditional to Innovative — Unpacking Popular Media and Social Platforms
3. Chapter 3: Consumer Behavior and Customer Personas in the Age of New Media
4. Chapter 4: Building Communities (1): Defining Marketing Objectives and Target Audiences
5. Chapter 5: Building Communities (2): Analyzing Competitors' Marketing Strategies
6. Chapter 6: Building Communities (3): Choosing and Evaluating the Right Platforms
7. Group Presentations
8. Midterm Exam
9. Chapter 7: Social Media Management (1): Content Ideation and Visual Copywriting
10. Chapter 8: Social Media Management (2): Gamification Design and Strategic Applications
11. Chapter 9: Winning with Google Analytics
12. Chapter 10: Audience Insight Power — Mastering the “Audience” Report
13. Chapter 11: Actionable Insights — Advanced Use of the

授課方式： 講授 Lecture：80%
Method of Instruction 分組討論 Group discussion：10%
案例研討 Case study：5%
操做練習 Practical exercises：5%
講授 Lecture：%

教科書：
Textbooks

參考書目：
References

1. 電商人妻 (2022), 「電商人妻社群圈粉思維單月從0到萬, 讓流量變現的品牌爆紅經營心法」, 悅知文化 精誠資訊
2. 李洛克 (2019), 「故事行銷: 寫文案, 先學故事, 照樣造句就能寫出商業等級的爆文指南」, 一心文化出版。
3. 牧田幸裕 (2018), 「數位行銷教科書: 虛實全通路導入大數據的獲利管理學」, 幸福文化出版。
4. 榮欽科技 (2018), 「社群行銷的12堂嚴選課程」, 博碩出版。
5. Yu-kai Chou周郁凱 (2017), 「遊戲化實戰行銷、產品設計……變遊戲, 愈好玩就愈有吸引力!」, 商業周刊出版。

修課須知:
Notice

評量方式:
Grading

備註說明:
Notes