





110-2 Full Curriculum of Da-Yeh University

Information			
Title	Precision Advertising and Marketing	Serial No./ID	1742 /COM2008
Required/Credit	Optinal /3	Time/Place	(Thu)567 /B003-2
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	Melanie, Hou-Yi TING	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Business College of Management /Class 2, Grade 2		
Office Hour / Place	(Tue) 10:10~11:00, (Tue) 11:10~12:00, (Thu) 10:10~11:00, (Thu) 11:10~12:00 / A513		
Lecturer	n.a.		

Introduction
為培養管理學院學生具備跨境電商行銷能力，包含應用於電子商務、行銷企劃、廣告投放、數據分析等，課程教授行銷工具軟體：Google Ads, Facebook 廣告, Amazon等網路行銷、社群、電子商務平台軟體，除了廣告投放操作，更強調行銷應用能力之培養。

Outline
課程內容包括：1. Facebook 社群行銷 2. 電子商務平台 3. Google Ads 4. 整合應用

Prerequisite
電腦基礎操作、行銷管理、行銷企劃、專案管理

The Relationship Between Courses and Departmental Core Competencies and Basic Skills
 Correct business ethics  Fundamental capability on business management and information  Capability on practical management  Capability on interdisciplinary application

Teaching Plan						
Core Capability	Weight(%) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A】
Fundamental capability on business management and information	30	Fundamental capability on information application Fundamental knowledge of business Capability on communicating and expressing	Lecturing Case Study Group Work	Number of Logging Online/ Message Online/ Class Pa: 10% Assessment on Teamwork: 10% Peer Assessment: 20% Class Discussion: 10% Final Exam: 10% Midterm Exam: 10% Group Report: 30%	Total: 100	30
Capability on practical management	30	Capability on planning, executing and management practicing Profession of management Capability on problem-solving	Group Discussion Case Study Group Work	Oral Report: 20% Assessment on Teamwork: 10% Peer Assessment: 10% Course Participation: 10% Class Discussion: 10% Midterm Exam: 10% Number of Logging Online/ Message Online/ Class Pa: 10% Group Report: 20%	Total: 100	30

Correct business ethics	10	Work and professional ethics Capability on self-reflection and humanistic caring	Group Discussion Talk/Speech Case Study Field Trips/Visits	Group Report: 20% Number of Logging Online/ Message Online/ Class Pa: 10% Oral Report: 10% Assessment on Teamwork: 10% Peer Assessment: 10% Course Participation: 10% Class Discussion: 10% Midterm Exam: 10% Final Exam: 10%	Total: 100	10
Capability on interdisciplinary application	30	Capability on team cooperating Capability on innovative thinking Capability on interdisciplinary integrating	Group Discussion Case Study Group Work	Class Discussion: 20% Final Exam: 10% Midterm Exam: 10% Group Report: 20% Assessment on Teamwork: 10% Peer Assessment: 10% Oral Report: 20%	Total: 100	30

Grade Auditing

Group Report: 23%
 Peer Assessment: 13%
 Class Discussion: 13%
 Oral Report: 13%
 Assessment on Teamwork: 10%
 Midterm Exam: 10%
 Number of Logging Online/ Message Online/ Class Pa: 7%
 Final Exam: 7%
 Course Participation: 4%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type	Book name	Author
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Instructor-compiled	精準行銷基本概念	丁后儀、鄭孟玉
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Lesson Plan

Weeks	Content	Teaching Methods
1	2/24 Introduction to Basic Concepts & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing
2	3/3 Market Analysis: Industry Research Analysis and Selection, TA and STP Concepts	Lecturing、 Group Discussion、 Case Study、 Group Work
3	3/10 Market Analysis: SWOT Crisis Analysis, Basic Marketing Concepts and Pricing Strategies	Lecturing、 Group Discussion、 Case Study、 Group Work
4	3/17 Instagram Marketing_1 (Practitioner) - 3/19 Workshop (6H)	Group Discussion、 Group Work、 Talk/Speech
5	3/31 Instagram Marketing_1 (Practitioner) - 3/19 Workshop (6H)	Group Discussion、 Group Work、 Talk/Speech
6	4/7 Instagram marketing production published	Group Discussion、 Case Study、 Group Work
7	4/14 Digital Marketing: keyword search	Group Discussion、 Case Study、 Group Work
8	4/21 Digital Marketing: Precise traffic flow of social media	Lecturing、 Group Discussion、 Group Work
9	4/21 Midterm Exam	Midterm Exam
10	4/28 Off-campus visits	Field Trips/Visits
11	5/5 line @Marketing-1	Group Discussion、 Group Work、 Talk/Speech
12	5/5 line @Marketing-2	Group Discussion、 Group Work、 Talk/Speech
13	5/19 line @marketing work published	Group Discussion、 Case Study、 Group Work
14	5/26 YouTube MV Marketing-1	Group Discussion、 Group Work、 Talk/Speech

15	6/2 YouTube MV Marketing-2	Group Discussion、 Group Work、 Talk/Speech
16	6/9 YouTube AV Marketing works published	Group Discussion、 Case Study、 Group Work
17	6/16 Project presentations 1	Group Discussion、 Case Study、 Group Work
18	6/23 Project presentations 2	Group Discussion、 Case Study、 Group Work