

112-2 Full Curriculum of Da-Yeh University

Information			
Title	Precision Advertising and Marketing	Serial No./ID	1373 / COM2008
Required/Credit	Optinal /3	Time/Place	(Tue)234 / 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	Bachelor's College of Management / Class 2, Grade 3		
Office Hour / Place	(Mon) 09:10~10:00, (Mon) 10:10~11:00, (Mon) 11:10~12:00, (Tue) 13:20~14:10, (Tue) 14:20~15:10, (Thu) 13:20~14:10, (Thu) 14:20~15:10, (Thu) 15:20~16:10 / A513		
Lecturer	、 Cheng-Hui Wang		

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	Product Manufacturing: 60% Homework Assignment: 30% Group Report: 10%	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	Class Discussion: 13% Homework Assignment: 22% Group Report: 15% Product Manufacturing: 50%	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	Course Participation: 50% Assessment on Teamwork: 50%	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	Group Report: 25% Homework Assignment: 15% Class Discussion: 20% Product Manufacturing: 40%	Total: 100	30

Grade Auditing

Product Manufacturing: 45%
Homework Assignment: 20.1%
Group Report: 15%
Class Discussion: 9.9%
Assessment on Teamwork: 5%
Course Participation: 5%

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

Book Type	Book name	Author
Instructor-compiled	自編教材	丁后儀

Lesson Plan

Weeks	Content	Teaching Methods
1	2/20 Intoduction & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing、 Group Work
2	2/27 Maketing Analysis: Industry Research Analysis and Seclection, TA and STP	Lecturing、 Group Discussion、 Group Work
3	3/5 Marketing Analysis: SWOT Crisis Analysis	Lecturing、 Group Discussion、 Group Work
4	3/12 Marketing Analysis: Basic Marketing Concepts and Pricing Strategies	Lecturing、 Group Discussion、 Group Work
5	3/21 A copy that brings precise traffic	Lecturing、 Case Study、 Group Work
6	3/26 A copy that brings precise traffic	Lecturing、 Group Work
7	4/2 National Holiday	NONE
8	4/9 Eye-catching product photos taken	Lecturing、 Case Study、 Group Work
9	4/16 Eye-catching product photos taken	Case Study、 Group Work

10	4/23 Canva e-commerce marketing poster_1	Lecturing、 Case Study、 Group Work
11	4/30 Canva e-commerce marketing poster_2	Group Discussion、 Group Work
12	5/7 YouTube@marketing-1	Lecturing、 Case Study、 Group Work
13	5/14 YouTube@marketing-2	Case Study、 Group Work
14	5/21 line @Marketing-1	Case Study、 Group Work
15	5/21 line @Marketing-2	Group Discussion、 Case Study
16	6/4 Project tutorial	Lecturing、 Group Discussion、 Case Study
17	6/11 Project tutorial	Group Discussion、 Case Study
18	6/18 Project presentations	Group Discussion、 Case Study