The Department of Business Administration is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

**General Program Learning Goals** (goals covered by this course are indicated):

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<td>Students should be able to communicate effectively verbally and in writing.</td>
<td>Students should solve strategic problems with a creative and innovative approach.</td>
<td>Students should demonstrate leadership skills demanded of a person in authority.</td>
<td>Students should think with a global management perspective.</td>
<td>Students should possess the necessary skills and values demanded of a true professional.</td>
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**Instructor:** 蔡耀全  
**Class:** 大學部  
**Office Hours:** 事先約定  
**Email:** tsai@mail.ncku.edu.tw  

**Course Description:**  
The goal for this course is to provide a foundation for understanding how and why the internet is changing business in general, and marketing in particular. Beyond his foundation, specific instructions develop the skills, strategies, and tactics that experience and research demonstrate to be important. It differs from the typical e-Commerce class taught at the industrial management department or the engineering school. Rather than dealing with the technical details of e-Commerce, this course emphasizes a broad scope of Internet Marketing, which includes e-Commerce as a subset of it. In other words, the goal is not to sell online, but to sell with online. Guest speakers from the e-Commerce industry will be invited for the session presentations, if budget permitted.

**Instruction Materials:**  

**Grade:**  
期中考 2 次、期末考、Project Report 各佔 25%。學生除了聽課外，需閱讀課本才能有效地吸收新知識，考試是配合學生閱讀課本的原動力，考試採取 open book 方式，因此考試題目可能支微末節，但考試題目範圍均在課本內。

**Class Meeting Schedule:**  
第 1 週：Introduction
第 2 週：放假 2/28
第 3 週：Online Branding
第 4 週：Usability, Credibility, and Persuasion
第 5 週：Traffic Building
第 6 週：Midterm-Test 3/27
第 7 週：放假 4/3
第 8 週：Personalization
第 9 週：Creating Commitment
第 10 週：Innovation and the Net
第 11 週：Guest Speaker
第 12 週：Midterm-Test 5/8
第 13 週：Pricing in an Online World
第 14 週：Internet Retailing
第 15 週：Guest Speaker
第 16 週：Final Test 6/12
第 17 週：Project Report
第 18 週：Project Report