

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	DIGITAL MARKETING AND STRATEGY	Instructor	CHENG, CHE-PIN
Course Class	TLMXM1A MASTER'S PROGRAM, DEPARTMENT OF INFORMATION MANAGEMENT, 1A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
Devoting to the integration and research of information technology and business management knowledge, and cultivating, for the society, middle and higher level managers with both information capabilities and modern management skills.			
Subject Departmental core competences			
A. Use of modern management knowledge.(ratio:15.00) B. Logical thinking.(ratio:15.00) C. Critical analysis.(ratio:10.00) D. Integration of information technology and business management.(ratio:10.00) E. Research and innovation.(ratio:20.00) F. Theory and applications of data analysis.(ratio:15.00) G. Information and communication security management.(ratio:5.00) H. Verbal and Writing Communication skills.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	This course aims at instructing the impact of digital technology (including web and internet) on marketing communication, especially how advertising agency, public relations agency, media service agency and internet service agency use digital media and devices to plan and execute marketing communication. Digital technology has changed the content production, transmission, presentation and storage of communication. It also provides the industry of marketing communication with a lot of new media vehicles and marketing tools.			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	To learn social networking and digital marketing knowledge.			Cognitive
2	To learn digital marketing as participatory culture.			Cognitive
3	To learn digital marketing power, power and political economy of digital marketing.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFGH	12345678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online)
2	ABCDEFGH	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
3	ABCDEFGH	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note

1	114/02/17 ~ 114/02/23	Course Introduction	
2	114/02/24 ~ 114/03/02	Introduction digital marketing	
3	114/03/03 ~ 114/03/09	Trend of digital marketing	
4	114/03/10 ~ 114/03/16	Digital marketing as participatory culture	
5	114/03/17 ~ 114/03/23	Digital marketing power	
6	114/03/24 ~ 114/03/30	The power and political economy of digital marketing	
7	114/03/31 ~ 114/04/06	Case Study (1)	
8	114/04/07 ~ 114/04/13	Case Study (2)	
9	114/04/14 ~ 114/04/20	Case Study (3)	
10	114/04/21 ~ 114/04/27	The research report	
11	114/04/28 ~ 114/05/04	The research report	
12	114/05/05 ~ 114/05/11	The research report	
13	114/05/12 ~ 114/05/18	The research report	
14	114/05/19 ~ 114/05/25	The research report	
15	114/05/26 ~ 114/06/01	The research report	
16	114/06/02 ~ 114/06/08	The research report	
17	114/06/09 ~ 114/06/15	The research report	
18	114/06/16 ~ 114/06/22	(Supplementary Teaching)	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking AI application
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Videos Using teaching materials from other writers:Presentations, Videos
References	
Grading Policy	<p>◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ Midterm Exam : %</p> <p>◆ Final Exam : 60.0 %</p> <p>◆ Other () : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>