

## Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	DIGITAL MARKETING	Instructor	TIEN, SHIH-WEI
Course Class	TAIXB2A DEPARTMENT OF INFORMATION AND COMMUNICATION, 2A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
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			
I . Strengthening professional knowledge and ethics. II . Refining practical experience and skills. III . Developing creative thinking potentials.			
Subject Departmental core competences			
A. Basic concepts of information and communication.(ratio:5.00) B. Data analysis and Information interpretation.(ratio:5.00) C. Skills and technology applications.(ratio:60.00) D. Aesthetics and creative expression.(ratio:5.00) E. Trend insights of information and communication.(ratio:20.00) F. Abilities of proposal planning and writing and project execution.(ratio:5.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:25.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	The course builds on foundational marketing concepts, integrates industry trends such as social media and subscription services, explores consumer behavior, advertising effectiveness, and technology acceptance models, and introduces how to optimize cross-device within O2O customer journeys to strengthen brand image and highlight product advantages. It also addresses controversial issues like the Digital Markets Act, the Digital Services Act, and AI governance in marketing. The course emphasizes both theory and practice, incorporating business proposal writing and simulated presentations.			
The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.				
Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.				
I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.				
II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.				
III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.				
No.	Teaching Objectives			objective methods
1	The course guides students to master core integrated marketing skills in digital environments through data analysis, generative AI applications, and performance metric strategies.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEF	12345678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Introduction		
2	114/09/22 ~ 114/09/28	Digital Marketing Landscape: Platform, Display and User Experience		
3	114/09/29 ~ 114/10/05	Connected Consumers: O2O Case Study and Discussion		

4	114/10/06 ~ 114/10/12	Branding Strategies: Segmentation, Targeting and Positioning	
5	114/10/13 ~ 114/10/19	Persona Analysis and digital advertising	
6	114/10/20 ~ 114/10/26	Customer Journey: Self Presentation and Narrative	
7	114/10/27 ~ 114/11/02	Digital Supply Chain: the KPI	
8	114/11/03 ~ 114/11/09	Midterm Report	
9	114/11/10 ~ 114/11/16	Midterm Report	
10	114/11/17 ~ 114/11/23	Advertising Trends: Algorithm and Contents	
11	114/11/24 ~ 114/11/30	Digital Markets Act and Digital Services Act	
12	114/12/01 ~ 114/12/07	Public Relation: Communicate with Digital Flaming	
13	114/12/08 ~ 114/12/14	E-Governance: AI Contents and Guidelines	
14	114/12/15 ~ 114/12/21	Final Week of Diverse Assessments	
15	114/12/22 ~ 114/12/28	Constitution Day	
16	114/12/29 ~ 115/01/04	New Year's Day	
17	115/01/05 ~ 115/01/11	Flexible Teaching Week	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week	
Key capabilities		International mobility Information Technology Problem solving Interdisciplinary	
Interdisciplinary		STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)	
Distinctive teaching			
Course Content		Logical Thinking AI application	

Requirement	<p>1.The students need to attend on at least 2/3 of the courses.</p> <p>2.Some course assignments may utilize AI tools for supportive tasks, such as draft language refinement and visualization generation. When using AI tools, students must clearly disclose the tool's name, purpose, and scope in their submissions, and retain records of AI usage and generated prompts for verification. The use of AI to generate fictitious data, literature, or other content violating intellectual property rights is strictly prohibited. These regulations will be continuously adjusted based on the development of AI technology.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations</p> <p>Using teaching materials from other writers:Textbooks</p> <p>Name of teaching materials:</p> <p>Couldry, N. (2013). If not a single field, then what? Media, Culture &amp; Society, 35(8), 1023–1026. doi:10.1177/0163443713508704</p>
References	<p>Strauss, J., Frost, R., &amp; Sinha, N. (2019). E-marketing. NJ: Pearson.</p>
Grading Policy	<p>◆ Attendance : 15.0 %    ◆ Mark of Usual : 15.0 %    ◆ Midterm Exam : 35.0 %</p> <p>◆ Final Exam : 35.0 %</p> <p>◆ Other &lt; &gt; : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>