

COURSE DETAIL

CONSUMER ENGAGEMENT AND SOCIAL MEDIA MARKETING

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER ENGAGEMENT AND SOCIAL MEDIA MARKETING

UCEAP Transcript Title

SOCIAL MEDIA MKTG

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Digital platforms, especially social media, help consumers garner information, network, socialize, and share opinions on their consumption decisions with friends and other like-minded consumers. Hence, to achieve their profitability objectives, business managers need a clear understanding of engaging with the new socially connected consumer through an effective marketing strategy.

This course teaches fundamental principles of how to manage networked customers. In addition, it provides a basic understanding of social media platforms and how to choose amongst the various platforms. Finally, students learn the foundations of developing a successful network marketing strategy from industry stalwarts, sharing their experience and insights as guest speakers.

Prior basic knowledge of marketing is preferred though not necessary.

Language(s) of Instruction

English

Host Institution Course Number

MGT5004

Host Institution Course Title

CONSUMER ENGAGEMENT AND SOCIAL MEDIA MARKETING

Host Institution Campus

Host Institution Faculty

Management

Host Institution Degree

Host Institution Department

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