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
ENGAGING CONSUMERS AND SOCIAL MEDIA MARKETING

Host Institution Course Details
http://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=700%20U0040&cl...

Host Institution Campus

Host Institution Faculty
Management

Host Institution Degree

Host Institution Department

Course Last Reviewed
2022-2023

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