

# 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...](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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