

# COURSE DETAIL

## DIGITAL MARKETING

**Country**

Taiwan

**Host Institution**

National Taiwan University

**Program(s)**

National Taiwan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

108

**UCEAP Course Suffix****UCEAP Official Title**

DIGITAL MARKETING

**UCEAP Transcript Title**

DIGITAL MARKETING

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

The Internet and mobile devices have changed the production, transmission, presentation and storage of communication content, and provided a wider range of marketing communication vehicles and categories. This course explains the characteristics, strategies, development trends, available tools and main types of digital marketing, and is supplemented by case illustrations. This course enables students to master the principles of digital marketing; understand how companies can use different digital marketing tools and methods to produce effective marketing strategy planning and benefits and discuss the characteristics and limitations of each digital marketing type. The course provides opportunities for students to work in groups, using agricultural products as examples, and apply the digital marketing strategies taught in the classroom to write digital marketing plans suitable for the exhibition and sale of agricultural products.

## Language(s) of Instruction

Chinese

## Host Institution Course Number

BICD3043

## Host Institution Course Title

DIGITAL MARKETING

## Host Institution Course Details

[https://nol.ntu.edu.tw/nol/coursesearch/print\\_table.php?course\\_id=610%2039110&c...](https://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=610%2039110&c...)

## Host Institution Campus

## Host Institution Faculty

College of Bioresources and Agriculture

## Host Institution Degree

## Host Institution Department

Department of Bio-Industry Communication Development

**Course Last Reviewed**

2024-2025

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