

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 Campus

Host Institution Faculty

College of Bioresources and Agriculture

Host Institution Degree

Host Institution Department

Department of Bio-Industry Communication Development

[Print](#)