

COURSE DETAIL

INTERNATIONAL DIGITAL MARKETING STRATEGY

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

116

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL DIGITAL MARKETING STRATEGY

UCEAP Transcript Title

INTL DIG MKTG STRGY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

As the digital platform presents a new way for international expansion, developing an international digital marketing strategy has become a critical challenge for businesses. This course explores the realities and implications of electronic commerce from a marketer's perspective and introduces a wide range of cross-border e-commerce issues, such as global cross-border trends, cross-border e-commerce practices, and e-commerce ecosystems, the challenges of traditional industry's digital transformation, online consumer behavior and consumption patterns, omnichannel marketing and major e-commerce platforms in regional markets. In addition, the course introduces the concepts of e-commerce, cross-border e-commerce, and digital marketing practices through the case discussion on the practices of firms and product types to develop students' digital marketing planning and execution capabilities in the cross-border e-commerce marketplaces.

Language(s) of Instruction

English

Host Institution Course Number

TB11210061

Host Institution Course Title

DIGITAL MARKETING

Host Institution Course Details

https://dss20.ntust.edu.tw/Edua/app/qry_linkoutline.aspx?semester=1141&courseno...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

[Print](#)