

E-COMMERCE

Spring 2015

Course description:

The growth of the Internet continues to have a tremendous influence on business and media industry. This course provides an overview of e-commerce to the students in media study and challenges them to explore the realities and implications of e-commerce from a marketer's and managerial perspectives.

Course Objective:

At the conclusion of this class, the student will be able to:

- To gain an understanding of the theories and concepts underlying e-commerce
- To apply e-commerce theory and concepts to what e-marketers are doing in "the real world"
- To improve familiarity with current challenges and issues in e-commerce
- To understand e-commerce cases in different cultural contexts, especially the practices in Chinese and Taiwanese contexts



acer
Ruten.com
Taiwan E-Business Association

