

個別課程英文授課大綱

表單編號：QP-T02-07-11

保存年限：10 年

課程名稱 Course Title	(中文)數位媒體與行銷 (英文) Digital Media and E-Marketing		
授課教師 Instructor	湯宗益老師	開課單位 Departments	資管系
學分數 Credit(s)	3	修課對象 Target Students	國際交換生， 學士生，碩士生
課程目標 Course Objectives	<p>This course explores the multi-faceted nature of new media and e-marketing. Classroom lecture is supplemented by website visits, guest lectures, and field research to develop an appreciation of the ways that new media and the latest e-marketing applications have shaped the work and leisure of life. This course also provides a broad review of the history, culture, and political development of public policy in the infrastructure, liberalization, and deregulation arena concerning information technology and e-marketing applications, press media (printed, broadcast, and online), privacy, intellectual property, equity access to information.</p>		
課程大綱 Course Description	<p>It is technically possible to connect everyone to everyone else either by wire or wireless means. But would this necessarily be a good democratic society or even a pleasant place to live in? The same technology that can provide surveillance for national security, law enforcement and accountability can also be used for social and political control and the targeting of unpopular groups and individuals. The same technology that can bring instant and cheap communication can also bring pornography and hate speech.</p> <p>Access to lifelong learning opportunities and government services can also be used to unduly influence and persuade non-critical, naive users by spying on their preferences, habits, life-styles and practices, or to divert and distract citizens away from empowering themselves via self-governing, civic, participatory democratic activity. Despite the technological commonality, the social implications of communication technologies are quite different among nations, states, regions. Once a media culture takes shape in a society, it becomes a de facto standard for users. From a technological viewpoint, we anticipate global standardization of communication technologies.</p> <p>Will media cultures converge among different countries? Is wiretap against universal human right or a passing technological anomaly? What is public key and how does it differ from private key? What part of that difference is critical for human freedom, and what elements are risks to the common safety? The conflict between individual rights and societal security is continuing on the information infrastructure. One of the critical elements in this conflict is the role of encryption -- technology which prevents</p>		

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	<p>individuals other than a message recipient from intercepting a communication. Is this a fundamental freedom critical to autonomy or a tool for subversion even of the network infrastructure itself.</p> <p>This class presents the experiences of information technology revolution. As telecommunications-based new media technologies and e-marketing applications develop rapidly and unevenly in the world, government and industry policy has become a priority among government leaders and academic researchers.</p>
<p>上課進度 Weekly Course Schedule</p>	<ul style="list-style-type: none"> ● Email Marketing ● Virtual Community ● Digital IQ ● Search Engine Analytics and Display Advertising ● The Display Advertising Ecosystem and Advanced Analytics ● Social Media ● User Generated Content (UGC) Viral Marketing data analysis ● Inbound Marketing Analytics and Web2.0 Tools ● Mobile Bands ● Online Dialogue ● Demographics, Partnerships ● Content and Links ● Targeted Customers ● Prizes, Games
<p>教學方式 Instructional Method</p>	<p>Lectures Individual Presentations Case Studies Team Projects Video Viewings Website Discussion</p>
<p>課程要求 Course Requirements</p>	<p>Since this course revolves about the process with which a fast changing idea is incorporated in any field of information technology, new media literature and e-marketing, it is particularly important for students to be in class and participate in class discussion to benefit from all your fellow student-scholars and instructor have to offer.</p> <p>Students are encouraged to have 6 hours of independent learning and preparation before and after each class.</p>
<p>評量方式 Evaluation</p>	<p>Participation 50% Mid-term 20% Final 30%</p>
<p>教材及參考書目 Textbooks & Suggested Materials</p>	<p>Center for Democracy and Technology Connie Guglielmo & Will Rodger, "Can Net Privacy Coexist with E-Commerce?," Interactive Week Online, Dec. 17, 1997 Platform for Internet Content Selection (PICS) Electronic Frontier Foundation European Information Network</p>

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<p>Global Internet Liberty Campaign. "Impact of Self-Regulation and Filtering on Human Rights to Freedom of Expression" Larry Lessig, Code and Other Laws of Cyberspace FTC, Privacy Online: A Report to Congress, June 1998 Free Speech TV The Legal Challenge to the Child Online Protection Act: Summary http://amic.org.sg/ http://www.internetnews.com/ http://www.epic.doc.gov/ http://www.ntia.doc.gov/ http://www.gpsr.org/ http://www.marketwire.com/ http://www.nytimes.com http://www.soumu.go.jp/ http://www.wired.com/ http://www.washingtonpost.com http://infoition.com/ http://www.networkworld.com/ http://thomas.loc.gov/ http://www.fcc.gov/Welcome.html http://www.totaltele.com/</p> <ul style="list-style-type: none">• Bar, François and Michael Borrus with Benjamin Coriat, "Information Network and Competitive Advantages: The Issues for Government Policy and Corporate Strategy," <i>Final Report on the Seminar 'Information Networks and Business Strategies'</i> (Paris: OECD-BRIE, 1989), excerpts, pp. 26-35.• Bach, David and Abe Newman, "Self-Regulatory Trajectories in the Shadow of Public Power: Resolving Digital Dilemmas in Europe and the United States."• Bork, Robert H., "The Case Against Microsoft," ProComp: Project to Promote Competition & Innovation in the Digital Age (1999) (also available at http://www.procompetition.org/research/bork.html/)• Cioffi, John, "The Collapse of the European Union Directive on Corporate Takeovers: The EU, National Politics and the Limits of Integration", BRIE Briefing Paper 2001.• Gilbert, Richard J., Networks, Standards, and the Use of Market Dominance: Microsoft (1995)," Case 17 in John E. Kwoka, Jr. and Lawrence J. White, <i>The Antitrust Revolution: Economics, Competition, and Policy, 3d Edition</i> (New York and Oxford: Oxford University Press, 1999).• Linstedt, Henrik and Udo Zander, "Sweden's Wireless Wonders: The Diverse Roots and Selective Adaptations of the Swedish Internet Economy," in Bruce Kogut ed., <i>The Global Internet Economy</i> (Cambridge: The MIT Press, forthcoming 2003).• Helper, Susan and John Paul MacDuffie, "Suppliers and

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	<p>Intermediaries,” in Bruce Kogut ed., <i>The Global Internet Economy</i> (Cambridge: The MIT Press, forthcoming 2003).</p> <ul style="list-style-type: none"> • Johnson, David R. and David G. Post “Law and Borders - The Rise of Law in Cyberspace” also available at http://cli.org/X0025_LBFIN.html • Helleiner, Eric, <i>States and the Reemergence of Global Finance</i> (Ithaca: Cornell University Press, 1994), Introduction. Newman, Abe, BRIE-GMF Briefing Report on Privacy, 2001. • Kang, Jerry, “Information Privacy in Cyberspace Transactions,” 50 <i>Stan. L. Rev.</i> (1998), pp.1193-1202, 1220-1246. • Lemley, Mark and David McGowan, “Legal Implications of Network Economic Effects,” 86 <i>Calif. L. Rev.</i> 479 (1998) (Introduction and Antitrust sections only). • Lessig, Lawrence, <i>Code and Other Laws of Cyberspace</i>, Chaps. 11-13. O'Brien, Richard. <i>Global Financial Integration: The End of Geography</i> (New York: Council on Foreign Relations Press, 1992), ch. 2, 3. • Schauer, Frederick, “Internet Privacy and the Public-Private Distinction,” 38 <i>Jurimetrics</i> pp. 555-564 (Summer 1998). • Sprenger, Polly, 'Sun on Privacy: Get Over It', <i>Wired January 1999</i>.
<p>課程相關 連結網址 Course Website</p>	
<p>備註 Remarks</p>	