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# **I**ILLINOIS

# Marketing in a Digital World

本課程是 Digital Marketing 專項課程 的一部分



位授课教师: Aric Rindfleisch 另外1個

免費註冊 於9月11日開始

包含在 Courserd PLUS 中 · 了解更多

冊帳號時,請務必輸入與護照相符的中英文姓名,否則可能影

## 4模塊

深入了解某個主題並學習基礎知

4.7

(17,033 條評論)

初級 等級

無需具備相關經驗

靈活的計劃

3週在10小時一週 自行安排學習進度

98%

大多數學生喜歡這個課程

結果

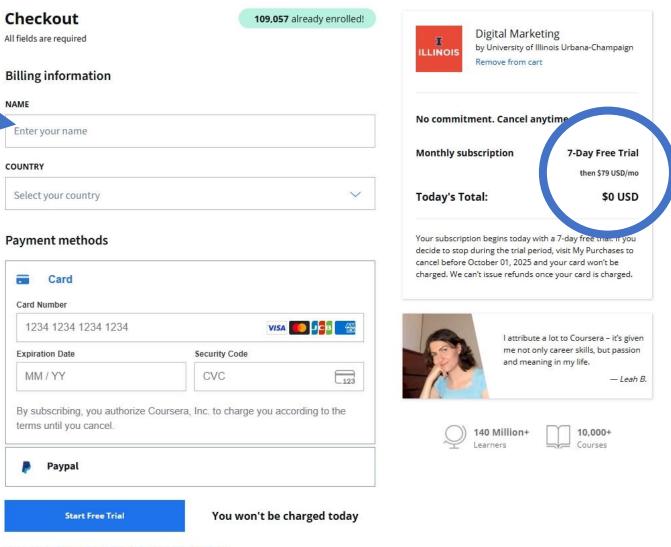
審閱

## 您將學到什麼

- ✓ Obtain a rich understanding of the foundation of marketing and how this foundation is being shifted due to the rise of the digital revolution.
- ✓ Learn several real-world examples of how digital tools are being applied to enhance and enrich a variety of marketing activities.
- ✓ Apply critical thinking skills regarding the role of digital tools and their impact upon both firms and consumers.

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#### Marketing in a Digital World

University of Illinois Urbana-Champaign

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#### ∧ Course Material

- MODULE 1: COURSE OVERVIEW
- MODULE 3: HOW DIGITAL TOOL

Grades

Notes

**Discussion Forums** 

Messages

系統會列出課程進度,希望學生可以按時上課,若超過此時間仍可以繼續上課。 若超過一個月才完成的話,須自行承擔額外的訂閱書

#### Grades

	Item	Status	Due	Weight	Grade
	Case Study Peer-graded Assignment: Threadless Submit your assignment and review 3 peers' assignments to get your grade.			8.75%	
	Submit your assignment		Sep 17 11:59 PM PDT		
	Review 3 peers' assignments.		Sep 20 11:59 PM PDT		
	Exercise Quiz: Ideas.Lego.com Graded Assignment		Sep 17 11:59 PM PDT	7.50%	
Ē	Product Quiz Graded Assignment		Sep 17 11:59 PM PDT	8.75%	
6	Case Study Peer-graded Assignment: GoPro Submit your assignment and review 3 peers' assignments to get your grade.			8.75%	122
<i>7</i>	★ Submit your assignment	Locked	Sep 22 11:59 PM PDT		
	☆ Review 3 peers' assignments.	Locked	Sep 25 11:59 PM PDT		
0	Exercise Quiz: Wikipedia.org Graded Assignment	Locked	Sep 22 11:59 PM PDT	7.50%	
6	Promotion Quiz Graded Assignment	Locked	Sep 24 11:59 PM PDT	8.75%	122
<b>a</b>	Case Study Peer-graded Assignment: Tesla Submit your assignment and review 3 peers' assignments to get your grade.			8.75%	777
	★ Submit your assignment	Locked	Sep 26 11:59 PM PDT		
		Locked	Sep 29 11:59 PM PDT		