

行业专家课程七折优惠，探索新技能。立即节省

**ILLINOIS**

Marketing in a Digital World

本課程是 [Digital Marketing 專項課程](#) 的一部分位授課教師：[Aric Rindfleisch](#) 另外 1 個**免費註冊**
於 9 月 11 日 開始包含在 [Coursera Plus](#) 中 • [了解更多](#)**點選註冊課程，並註冊帳號****註冊帳號時，請務必輸入與護照相符的中英文姓名，否則可能影響後續補助審核。****4 模塊**

深入了解某個主題並學習基礎知識。

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

關於

結果

單元

推薦

評價

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.

輸入您的名字

若輸入英文姓名，請與護照上的相同



Checkout

All fields are required

109,057 already enrolled!

Billing information

NAME

Enter your name

COUNTRY

Select your country

Payment methods

 Card

Card Number

1234 1234 1234 1234



Expiration Date

MM / YY

Security Code

CVC



By subscribing, you authorize Coursera, Inc. to charge you according to the terms until you cancel.

 Paypal

Start Free Trial

You won't be charged today

I agree to the [Terms of Use](#), [Refund Policy](#), and [Privacy Policy](#).



Digital Marketing
by University of Illinois Urbana-Champaign
[Remove from cart](#)

No commitment. Cancel anytime

Monthly subscription

7-Day Free Trial

then \$79 USD/mo

Today's Total:

\$0 USD

Your subscription begins today with a 7-day free trial. If you decide to stop during the trial period, visit My Purchases to cancel before October 01, 2025 and your card won't be charged. We can't issue refunds once your card is charged.



I attribute a lot to Coursera – it's given me not only career skills, but passion and meaning in my life.

— Leah B.



140 Million+
Learners



10,000+
Courses



Marketing in a Digital World
University of Illinois Urbana-
Champaign

Course Material

- ☐ MODULE 1: COURSE OVERVIEW
- ☐ MODULE 2: HOW DIGITAL TOOL
- ☐ MODULE 3: HOW DIGITAL TOOL
- ☐ MODULE 4: HOW DIGITAL TOOL

Grades

Notes

Discussion Forums

Messages

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%	--
Product Quiz Graded Assignment	--	Sep 17 11:59 PM PDT	8.75%	--
Case Study Peer-graded Assignment: GoPro Submit your assignment and review 3 peers' assignments to get your grade.			8.75%	--
	Submit your assignment	Locked	Sep 22 11:59 PM PDT	
	Review 3 peers' assignments.	Locked	Sep 25 11:59 PM PDT	
Exercise Quiz: Wikipedia.org Graded Assignment	Locked	Sep 22 11:59 PM PDT	7.50%	--
Promotion Quiz Graded Assignment	Locked	Sep 24 11:59 PM PDT	8.75%	--
Case Study Peer-graded Assignment: Tesla Submit your assignment and review 3 peers' assignments to get your grade.			8.75%	--
	Submit your assignment	Locked	Sep 26 11:59 PM PDT	
	Review 3 peers' assignments.	Locked	Sep 29 11:59 PM PDT	

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費。