



电子商务与数码营销

E-Commerce and Digital Marketing (SIEDM)

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2 年课程 Years Course

▲ 80% 实践训练
80% Practical Skills

▲ 20% 理论
20% Theory

▲ 教学媒介语以中文为主，
英文为辅
Medium of Instruction:
Chinese & Simple English

▲ 16 岁以上即可报读，
无需入学资格
Entry Requirement:
16 Years Old & Above

本课程为因应电子商务与数码营销领域的迅速发展及有以下意愿的学生而设：

This qualification was developed to keep pace with the rapid development of the e-commerce and digital marketing sector and for candidates who want:

- 掌握电子商务与数字营销所需的知识与技能，成为电子商务经理、数字营销专员、社交媒体策略师、客户关系管理专家等。

Wish to acquire the knowledge and skills required for e-commerce and digital marketing, leading to careers as e-commerce managers, digital marketing specialists, social media strategists, customer relationship management experts, and more.

两年的电子商务与数字营销专业技职课程为学生提供实践知识与技能，涵盖电子商务运营、市场分析、数字营销策略、客户关系管理、财务管理以及实际案例分析，全面提升学生在数字商业领域的就业与创业能力。

The two-year Vocational Course in E-Commerce and Digital Marketing provides students with hands-on knowledge and skills in e-commerce operations, market analysis, digital marketing strategies, customer relationship management, financial management, and practical case studies to enhance their employability and entrepreneurial capabilities in the digital business landscape.

学生将学习 / Students will learn and be able to:

- ▲ 掌握电子商务与数字营销的基本原理、功能、应用、策略设计方法和技巧，使学生具备通过数字化工具和创新营销策略提升商业竞争力的能力，为未来从事电子商务管理、市场策划和品牌推广等领域打下坚实基础。

Provides a comprehensive understanding of the principles, functions, applications, and strategy design methods of e-commerce and digital marketing. It equips students with the ability to enhance business competitiveness through digital tools and innovative marketing strategies, forming a solid foundation for careers in e-commerce management, market planning, and brand promotion.

- ▲ 制定有效的数字营销和电子商务策略，以适应不断变化的市场趋势并推动业务增长。

Develop effective digital marketing and e-commerce strategies to adapt to changing market trends and drive business growth.

- ▲ 识别市场机会，运用数字营销工具和电子商务平台将营销方案转化为可行的商业项目。

Identify market opportunities and leverage digital marketing tools and e-commerce platforms to transform marketing strategies into viable business ventures.

- ▲ 掌握包括搜索引擎优化（SEO）、社交媒体营销（SMM）、数据分析、电子商务平台运营、客户关系管理（CRM）、品牌管理、网络广告投放、数字内容创作及商业风险评估等内容。还包括如何利用现代数字技术进行电子商务管理与市场营销优化。

Master key knowledge areas including search engine optimisation (SEO), social media marketing (SMM), data analytics, e-commerce platform operations, customer relationship management (CRM), brand management, online advertising, digital content creation, and business risk assessment. This also includes utilising modern digital technologies for e-commerce management and marketing optimisation.

- ▲ 制定全面的电子商务计划，包括市场分析、财务预测和运营策略，以支持在线业务发展。

Create comprehensive e-commerce business plans, including market analysis, financial projections, and operational strategies, to support online business development.

- ▲ 学会如何使用人工智能工具撰写高效的营销文案，提升品牌传播与客户转化率。

Learn how to use AI tools to create effective marketing copy, enhance brand communication, and improve customer conversion.

课程内容 | COURSE OUTLINE

- 电子商务和物流导论
Introduction to E-Commerce and Logistics
- 科技企业：市场概念
Technopreneurship: Conception to Market
- 市场营销原理
Principle to Marketing
- 沟通策略：公共演讲和演示技巧
Communication Strategy: Public Speaking and Presentation Skills
- 客户关系管理 (CRM)
Customer Relationship Management (CRM)
- 营销与销售技巧
Marketing and Sales Techniques
- 工业4.0概论
Introduction to Industry 4.0
- 业务运营和沟通
Business Operations and Communication
- 电子商务和物流中的商法、道德和可持续性
Business Law, Ethical and Sustainable in E-Commerce and Logistic
- 与工作相关的软技能
Work-Based Soft Skills
- 供应链管理原则
Principle of Supply Chain Management
- 数码成像和桌面出版(DTP)
Digital Imaging and Desktop Publishing (DTP)
- 办公效率基础
Office Productivity Fundamentals
- 财务与管理会计
Financial and Management Accounting
- 全球运输
Global Transportation
- 会计原理:SQL
Principle of Accounting with SQL Integration
- 数码营销渠道：影响者、内容创建者和搜索引擎
Digital Marketing Channels: Influencer, Content Creator and Search Engine
- 数码营销技能：商业视频制作
Digital Marketing Skills: Commercial Video Production
- 职场英语
Workplace English Communication
- 市场营销网页设计
Web Design for Marketing
- 规划、控制与领导项目
Planning, Controlling and Leading a Project
- 人力资源管理
Human Resource Management
- 电子商务中的消费者购买行为与战略
Consumer Purchase Behavior and Strategy in E-commerce
- 电子商务运营
E-Commerce Operation
- 战略品牌管理
Strategic Brand Management
- 经济学导论
Introduction to Economic
- 互联网零售与服务
Internet Retail and Services
- 国际贸易与全球市场
International Business and Global Markets
- 社交媒体营销
Social Media Marketing
- 电子商务专业项目
E-Commerce Major Project

* Please note that the modules listed are indicative and may be subject to change.



评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供电子商务与数码营销的理论20%与实践80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of E-commerce and Digital Marketing, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups or individual to complete their projects.



考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭

Diploma awarded by West College Scotland, UK

英国国立西苏格兰学院高级专业文凭

Advanced Diploma awarded by West College Scotland, UK

台湾文凭(由台湾各大学颁发)

Diploma Qualification from Universities in Taiwan

OTHM 第5级 商业管理文凭 (电子版)

OTHM Level 5

Extended Diploma in Business Management (E-Cert)



就业前景 | CAREER PATHWAYS

电子商务经理、数字营销专员、社交媒体营销专员、搜索引擎优化 (SEO) 专员、品牌营销专员、电子商务平台运营专员、内容营销策划师、客户关系管理 (CRM) 专员、市场分析师、数据分析师、项目管理执行员、销售与业务发展主管、在线广告策划师、电子商务顾问、自雇人士等。

E-commerce Manager, Digital Marketing Specialist, Social Media Marketing Specialist, Search Engine Optimisation (SEO) Specialist, Brand Marketing Officer, E-commerce Platform Operations Specialist, Content Marketing Strategist, Customer Relationship Management (CRM) Specialist, Market Analyst, Online Advertising Planner, Data Analyst, Project Management Executive, Sales and Business Development Manager, E-commerce Consultant, Self-Employed, and more.





传授全面的电子商务基本策略、技术和应用程式。

Provides students with a comprehensive introduction to the underlying strategies, technologies and applications of E-Commerce.



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