ECWD2021 Outline

October 27, 2021

1. About marketing of a website, a product and a service.
2. Channels for marketing – Yahoo, Google, Bin, Facebook, YouTube, LINE, WhatsApp, TV commercial ads, Newspapers, Magazine, DM (Direct Mail), flyer and pamphlet, Newsletter, Website.
3. To me, Internet marketing and media marketing are the same. They refer to the marketing activities which are conducted through an online media.
4. A firm with good technology does not imply that its services or products will be sellable, e.g. i2.com.
5. ECWD Part II lecture
   1. Business model – Suppliers and customers; The roles of suppliers and customers.
   2. Business model – The diagram, the concepts of service suppliers and IT outsourcing.
   3. Business process – Production process, order placement and fulfillment, marketing, operations management process (quality control process). (Slide 4, production process, management processes and customer service only)
   4. Information systems and technologies. (Not yet)
   5. Multiple models to show the relationship amongst a firm and its suppliers and customers. (Not yet)
   6. Two models to describe the business of Skype. (Not yet)
   7. Knowledge in the principles of management could help. (Not yet)
   8. Definition of management. (Not yet)
   9. Introducing operations management and strategic management. (Not yet)
6. ECWD Part III lecture – Review of IST. (Not yet)