

## 101-2 大葉大學 選課版課綱

### 基本資訊

|           |               |            |                |
|-----------|---------------|------------|----------------|
| 課程名稱      | 行銷研究          | 科目序號 / 代號  | 2498 / BAM3023 |
| 開課系所      | 企業管理學系        | 學制 / 班級    | 大學日間部4年1班      |
| 任課教師      | 鄭焜中           | 專兼任別       | 專任             |
| 必選修 / 學分數 | 選修 / 3        | 畢業班 / 非畢業班 | 畢業班            |
| 上課時段 / 地點 | (四)567 / B303 | 授課語言別      | 中文             |

### 課程簡介

Marketing 's job is to: discover - what people need; what they will value. create - a solution to the identified needs; a product that people will value. arouse - a desire in people to buy the product. satisfy - the needs that were first discovered; to provide the value that people want. You will learn how this is done as you progress through the book.

### 課程大綱

Part 1: The Role and Value of Marketing Research Information  
Part 2: Designing the Marketing Research Project  
Part 3: Gathering and Collecting Accurate Data  
Part 4: Data Preparation, Analysis, and Reporting the Results

### 基本能力或先修課程

行銷管理 銷售管理 公共關係 廣告學 消費行為