

98-1 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	2192 / 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	鄭華清	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	(二)78 / B303 (三)2 / 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