

# 100-1 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 市場調查研究        | Serial No. / ID       | 0712 / IEI2075 |
| Dept.             | 工業工程與科技管理學系   | School System / Class | 大學日間部2年1班      |
| Lecturer          | 陳郁文           | Full or Part-time     | 專任             |
| Required / Credit | Optinal / 3   | Graduate Class        | No             |
| Time / Place      | (四)ABC / H539 | Language              | Chinese        |

| Introduction         |  |
|----------------------|--|
| Marketing Management |  |

| Outline  |  |
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| <ol style="list-style-type: none"><li>1. Introduction</li><li>2. Marketing Hints</li><li>3. Survey</li><li>4. Market Analysis</li><li>5. Position</li><li>6. Value</li><li>7. Branding</li><li>8. Product Strategy</li><li>9. Parsing Value</li><li>10. Communications</li><li>11. Organization</li><li>12. NPO Issues</li></ol> |  |

| Prerequisite |  |
|--------------|--|
| None         |  |