

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	通路策略	Serial No. / ID	2930 / MTB3006
Dept.	行銷與流通管理學系	School System / Class	進修學士班4年1班
Lecturer	黃村煜	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)ABC / B201	Language	Chinese

Introduction
The students can study and establish the knowledge for marketing channel management.

Outline
The class is designed in three parts,part one covers the process of designing a channel network, i.e. a system of routes to market, to implement a firm ' s marketing strategy. Part two focuses on how channels operate, regardless of the quality of their design: the theme is implementation. Part three features four specific channel institutions: retailing, wholesaling, franchising, and supply chain management.

Prerequisite
Marketing Management Management