

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷分析	Serial No. / ID	3029 / BAM3082
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	曾耀煌	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / B502	Language	Chinese

Introduction
Marketing research is a systematic analysis of the problem of providing learning tools for science, the scope of its application to all industries, to enhance the profits of the weapon. The content of this course theory with practice-based company, with case studies, view to the students understanding through the study of marketing and research, the future can contribute to marketing research companies.

Outline
The main topics include: significance and role of marketing research, marketing research process, secondary information, visit Law and observation, questionnaire design and observation forms, experimental design, sampling methods, data analysis.

Prerequisite
1.Statistics 2.Calculus 3.Marketing Management