

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷研究	Serial No. / ID	1024 / IBM4009
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(五)234 / H445	Language	Chinese

Introduction	
Introduce the important concepts and techniques about international marketing research!	

Outline	
1.marketing information system 2.scientific methods 3.procedure of marketing research 4.design of research 5.2nd data 6.methods of data searching 7.problem of non-response 8.mid-term test 9.design of questionnaire 10.design of experiment 11.methods of sampling 12.the # of sample 13.measurement of attitude 14.management of procedure in M.R. 15.qualitative research 16.data analysis 17.final-term test	

Prerequisite	
principle of marketing	