

# 100-2 Preliminary Syllabus, Da-Yeh Univ

| Information       |                    |                       |                |
|-------------------|--------------------|-----------------------|----------------|
| Title             | 行銷實務(TIMs/TBSA)證照輔 | Serial No. / ID       | 2501 / BAM4182 |
| Dept.             | 臺灣管理學系             | School System / Class | 大學日間部4年1班      |
| Lecturer          | 鄭焜中                | Full or Part-time     | 專任             |
| Required / Credit | Optinal / 3        | Graduate Class        | Yes            |
| Time / Place      | (一)89A / B504      | Language              | Chinese        |

## Introduction

The objective of this class is to help students to prepare for the professional certification.

## Outline

Introduction  
Environment Analysis  
Goal setting  
Planning

## Prerequisite

Marketing Management