

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	市場調查研究	Serial No. / ID	0759 / 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)567 / H539	Language	Chinese

Introduction	
Marketing Management	

Outline	
<ol style="list-style-type: none">1. Introduction2. Marketing Hints3. Survey4. Market Analysis5. Position6. Value7. Branding8. Product Strategy9. Parsing Value10. Communications11. Organization12. NPO Issues	

Prerequisite	
None	