

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷流通管理專題	Serial No. / ID	1068 / BAM3075
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	王學銘	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)234 / B302	Language	Chinese

Introduction

The Marketing job is to:

discover - what people need; what they will value.

create - a solution to the identified needs; a product that people will value.

arouse - a desire in people to buy the product.

satisfy - the needs that were first discovered; to provide the value that people want.

You will learn how this is done as you progress via the course.

This course includes: Professional Capability 40%, Exploratory Ability 20%, and Communication, Concernment & Courage, Cooperation, Creativity 10% respectively.

The course is specially designed for students to pass Marketing Certification (level 2) held by LCCIEB.

Outline

Marketing Management (SEP development)

Marketing Planning (SCEP development)

Customer and Consumer Behavior (SCEP development)

Marketing Research (SCEP development)

Marketing Mix and Communication (SCEP development)

Promotions (SCEP development)

General Issues (SEP development)

Prerequisite

Marketing Management

Sales Management

Public Relations