

101-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|---------------|-----------------------|----------------|
| Title | 行銷管理 | Serial No. / ID | 1684 / IBB1016 |
| Dept. | 國際企業管理學系 | School System / Class | 進修學士班2年1班 |
| Lecturer | 蔡翠旭 | Full or Part-time | 兼任 |
| Required / Credit | Required / 3 | Graduate Class | No |
| Time / Place | (四)ABC / B202 | Language | Chinese |

| Introduction |
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| (英文) (1)Understanding the role Function of Marketing in Business Management (2)Learning Basic Marketing concept and knowledge (3)Establishing the Basic knowledge of International Marketing (4)Understanding Marketing and other Management Functions |

| Outline |
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| 1.introduction 2.change in business 3.major steps in marketing 4.marketing research 5.STP 6.STP 7.STP 8.mid-term test 9.Marketing Mix 10.Marketing Mix 11.Marketing Mix 12.social ethics 13.Case study 14.Case study 15.Case study 16.Case study 17.final-term test |

| Prerequisite |
|--------------|
| management |