

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷研究	Serial No. / ID	1765 / IBB2020
Dept.	國際企業管理學系	School System / Class	進修學士班3年1班
Lecturer	陳志宏	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)BCD / B204	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