

101-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|--------------|-----------------------|----------------|
| Title | 行銷學 | Serial No. / ID | 2225 / BTI2039 |
| Dept. | 生物產業科技學系 | School System / Class | 大學日間部4年1班 |
| Lecturer | 鄭建益 | Full or Part-time | 兼任 |
| Required / Credit | Optinal / 2 | Graduate Class | Yes |
| Time / Place | (一)89 / H539 | Language | Chinese |

| Introduction |
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| <ol style="list-style-type: none"> 1. Marketing Basic Concept 2. Marketing Segmentation Principles 3. Marketing Strategic Planning 4. Marketing Research & SWOT Analysis 5. Application of Taguchi Method In Market Distribution |

| Outline |
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| <ol style="list-style-type: none"> 1. Marketing Basic Concept 2. Marketing Segmentation Principles 3. Consumer Satisfaction 4. Marketing Strategic Planning & Point of Sales 5. Marketing Research & SWOT Analysis 6. Product Portfolio Matrix 7. Competitive Forces & Marketing Strategy 8. Differentiation & Market Positioning 9. Market Survey & Deming Cycle 10. New Product Development System 11. Management of Product Life Cycle 12. Choice of Successful Marketing Strategy 13. Choice of Competitive Strategy 14. Product Positioning & Packaging 15. Price Strategy 16. Placement 17. Promotion 18. Public Relation & Crisis Management 19. Application of Taguchi Method In Market Distribution 20. Profit and Loss Chart |

| Prerequisite |
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| none |