

101-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 服務行銷專題研討 | Serial No. / ID | 2624 / MDR5134 |
| Dept. | 管理學院博士班 | School System / Class | 研究所博士班2年1班 |
| Lecturer | 張魁 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 3 | Graduate Class | Yes |
| Time / Place | (一)678 / B101 | Language | Chinese |

| Introduction |
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| The purpose of this course is to explore the characteristics of the service industry in the marketing field, and understand the value of the non-physical product delivery process. |

| Outline |
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| service strategy planning consumer behavior decision model service characteristics and design service process and blueprint |

| Prerequisite |
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| marketing management, consumer behavior |