

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷規劃	Serial No. / ID	2756 / BAM3081
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)ABC / B503	Language	Chinese

Introduction
The purpose of this class is to teach student to write a business plan. Through lots of exercises. student can gain a better understanding about the business plan and writing skills.

Outline
Marketing Planning skill Writing a business plan Strategic marketing c r e a t e i v i t y Promotion and event marketing planning

Prerequisite
Marketing Management