

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷企劃	Serial No. / ID	2923 / BAB4003
Dept.	企業管理學系	School System / Class	進修學士班4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)CDE / B304	Language	Chinese

Introduction

To learn how to write a marketing plan.

Outline

Steps to write a marketing plan
4Ps of marketing

Prerequisite

Management
marketing management