

# 101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	化妝品行銷管理學	Serial No. / ID	0496 / MHI1017
Dept.	藥用植物與保健學系	School System / Class	大學日間部1年1班
Lecturer	張淑微	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(四)34 / H344	Language	Chinese

Introduction	
Learning the basic knowledge in regard to the marketing analysis, marketing strategy to increase the competitive ability for all industries management.	

Outline	
<ol style="list-style-type: none"><li>1.marketing information and evironment analysis.</li><li>2. relationships between marketing and consumers</li><li>3. How to increse the value of our products</li><li>4. the marketing circulation</li><li>5. Strategies for a functional marketing management</li></ol>	

Prerequisite	
All students should have basic knowledge of medicinal botanicals background.	