

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷研究	Serial No. / ID	1142 / IBM4009
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)789 / B203	Language	Chinese

Introduction	
Introduce the important concepts and techniques about international marketing research!	

Outline	
<ol style="list-style-type: none">1.marketing information system2.scientific methods3.procedure of marketing research4.design of research5.2nd data6.methods of data searching7.problem of non-response8.mid-term test9.design of questionnaire10.design of experiment11.methods of sampling12.the # of sample13.measurement of attitude14.management of procedure in M.R.15.qualitative research16.data analysis17.final-term test	

Prerequisite	
principle of marketing	