

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	1533 / BAB2003
Dept.	企業管理學系	School System / Class	進修學士班1年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(三)BCD / B302	Language	Chinese

Introduction
Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment. This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations.

Outline
Introduction to Mktg Overview of Marketing Management Customer Satisfaction & Strategic Planning Market Research & The Market Environment Consumer Behavior Business Buying Behavior Segmentation, Targeting and Positioning Global Marketing Products, Brands & Services Pricing Marketing Channels, Retailing & Wholesaling

Prerequisite
Management