

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	廣告行銷企劃	Serial No. / ID	2409 / VDD2087
Dept.	視覺傳達設計學系	School System / Class	大學日間部2年1班
Lecturer	陳昱君	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(四)78 / G402	Language	Chinese

Introduction
Marketing Management, Comunitation, Marketing Analysis, Retail Sale Management, and Advertising.

Outline
<ol style="list-style-type: none">1.Charecters of a Project Manager and duty of a Director2.The principles of the strategy.3.An introduction to marketing management4.Marketing localization5.Project management6.Enterprise spirit and media design7.Inventive thinking and communication skills8.Target9.Marketing strategy10.Advertising and consumers11.Advertising media12.Advertising plan13.Share demonstration14.Practice

Prerequisite
none