

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷研究	Serial No. / ID	2506 / BAB3023
Dept.	企業管理學系	School System / Class	進修學士班4年1班
Lecturer	陳錫評	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)CDE / B304	Language	Chinese

Introduction
1 prompted the students to understand the principles and procedures of the various research methods. 2. To help students understand and test the measurement tool reliability and validity. 3. To help students understand the questionnaire design, scale design, sample sampling and data collection methods.

Outline
01 marketing information system and marketing research systems 02 Marketing Research 03 marketing research design and planning

Prerequisite
1, communication and writing skills: 2. Creative solutions strategic issues: 3, leadership skills: 4 global perspective thinking: 5, professional skills and values :