

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際流通管理	Serial No. / ID	2596 / IBM3094
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	魏志雄	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(三)234 / P401	Language	Chinese

Introduction
<p>Marketing channel is one of the tools of the marketing mix, must be provided to the right place, quantity, quality products / services to meet market consumer demand, And with the passage of each member to provide marketing and communication activities to stimulate demand. The channel is a network of intricate design, interdependent organizations create value for consumers.</p> <p>Series perfect marketing channels and different industries with diversified consumer choice and operating effectively match the vendor and the customer.</p>

Outline
<p>First week :the course introduces</p> <p>The second week : marketing channels: structure and function</p> <p>The third week : market segmentation marketing channel design and service output</p> <p>The fourth week : the channel supply-side analysis I</p> <p>The fifth week:the channel supply-side analysis II</p> <p>The sixth week :the channel powers I</p> <p>The seventh week :the powers of the channel II</p> <p>The eighth week : the channel of conflict</p> <p>The ninth week : midterm exam week</p> <p>The tenth week :the channel of strategic alliances I</p> <p>The eleventh week: the channel of strategic alliance</p> <p>The twelfth week: the channel vertical integration I</p> <p>Week 13 :the channel vertical integration II</p> <p>Week14: Retailing</p> <p>Week 15: wholesaling</p> <p>the Sixteenth week: franchising</p> <p>The 17th weeks :Logistics and supply chain management</p> <p>Week 18 Final Exam Week</p>

Prerequisite
marketing concept