

102-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|---------------|-----------------------|----------------|
| Title | 行銷管理 | Serial No. / ID | 0800 / IE12098 |
| Dept. | 工業工程與管理學系 | School System / Class | 大學日間部2年1班 |
| Lecturer | 陳郁文 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | No |
| Time / Place | (五)567 / H539 | Language | Chinese |

| Introduction | |
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| Marketing Management | |

| Outline | |
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| <ol style="list-style-type: none">1. Introduction2. Marketing Hints3. Survey4. Market Analysis5. Position6. Value7. Branding8. Product Strategy9. Parsing Value10. Communications11. Organization12. NPO Issues | |

| Prerequisite | |
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| None | |