

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷企劃	Serial No. / ID	1115 / BAM4089
Dept.	企業管理學系	School System / Class	大學日間部2年2班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)234 / B303	Language	Chinese

## Introduction

To learn how to write a marketing plan.

## Outline

Steps to write a marketing plan  
4Ps of marketing

## Prerequisite

Management  
marketing management