

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷流通管理專題	Serial No. / ID	1778 / BAB3075
Dept.	企業管理學系	School System / Class	進修學士班4年1班
Lecturer	陳首全	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)BCD / B302	Language	Chinese

Introduction
<p>1.Makes the student to understand the maximization channel valueand does have concentrates systematically the focal point on the essential channel body,accumulates individual exclusive knowledge,and full utilization.</p> <p>2.Provides complete and rich experience,enables the reader to appraise the channel value effectively reasonably,the strengthened enterprise profit.</p> <p>3.Makes the reader to understand that channel to importance of the modern enterprise management,how is familiar maintains the good customer to relate,has the chennal value,then c r e a t e ion enterprise competitive and benefit.</p>

Outline
Thos curriculum will with current conditions Taiwan and abroad distribution the related professional knowledge be used as teaching,And with distribution at home and abroad individual case and industry actual situation for assist

Prerequisite
Marketing Management