

# 102-1 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 行銷流通管理專題      | Serial No. / ID       | 2825 / BAM3075 |
| Dept.             | 企業管理學系        | School System / Class | 大學日間部3年2班      |
| Lecturer          | 王學銘           | Full or Part-time     | 專任             |
| Required / Credit | Optinal / 3   | Graduate Class        | No             |
| Time / Place      | (三)234 / B307 | Language              | Chinese        |

| Introduction   |
|--|
| <p>The Marketing job is to:</p> <ul style="list-style-type: none"> <li>discover - what people need; what they will value.</li> <li>create - a solution to the identified needs; a product that people will value.</li> <li>arouse - a desire in people to buy the product.</li> <li>satisfy - the needs that were first discovered; to provide the value that people want.</li> </ul> <p>You will learn how this is done as you progress via the course.</p> <p>This course includes: Professional Capability 40%, Exploratory Ability 20%, and Communication, Concernment &amp; Courage, Cooperation, Creativity 10% respectively.</p> <p>The course is specially designed for students to pass Marketing Certification (level 2) held by LCCIEB.</p> |

| Outline  |
|--|
| <ul style="list-style-type: none"> <li>Marketing Management (SEP development)</li> <li>Marketing Planning (SCEP development)</li> <li>Customer and Consumer Behavior (SCEP development)</li> <li>Marketing Research (SCEP development)</li> <li>Marketing Mix and Communication (SCEP development)</li> <li>Promotions (SCEP development)</li> <li>General Issues (SEP development)</li> </ul> |

| Prerequisite   |
|--|
| <ul style="list-style-type: none"> <li>Marketing Management</li> <li>Sales Management</li> <li>Public Relations</li> </ul> |