

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷策略與管理	Serial No. / ID	2917 / GMN7024
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班2年9班
Lecturer	曾耀煌	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(日)123 / B102	Language	Chinese

Introduction
The purpose of this course is to develop students combat capability of marketing strategy and management , the curriculum aims to explain the concept of marketing management, supplemented by reference materials of the study, the final marketing plan requires students to conduct case studies, to strengthen analytical skills and management-related .

Outline
1.Learn marketing features 2.Analyze information and environment 3.Grasp market opportunities 4 Shaping product value 5.Promote product flow 6 Convey product value 7.Implement the marketing oncept

Prerequisite
management