

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷企劃實務	Serial No. / ID	3071 / IBM2024
Dept.	國際企業管理學系	School System / Class	大學日間部2年2班
Lecturer	李奧利維亞	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)567 / B307	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