

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	3136 / BAR5003
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	王學銘	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)234 / J114	Language	Chinese

Introduction
This course introduce basic theories and concepts, as well as recently trends of marketing management. In order to help students to think differently, this course use interactive case study.

Outline
Chapter 1 Defining Marketing for the 21st Century
Chapter 2 Marketing Strategies and Plans
Chapter 3 Scanning the Environment
Chapter 6 Consumer Markets
Chapter 7 Business Markets
Chapter 8 Identifying Market Segments and Targets
Chapter 9 Creating Brand Equity
Chapter 10 Crfting the Brand Positioning
Midterm
Chapter 12 Setting Product Strategy
Chapter 13 Designing and Managing Sevice
Chapter 14 Developing Pricing Strategy
Chapter 15 Designing and Managing Marketing Channels and Value Networks
Chapter 16 Manaing Retailing, Wholesaling, and Logistics
Chapter 17 Integrated Marketing Communications
Chapter 18 Mass Communications
ChapterPersonal Communications
Final Exam

Prerequisite
Management. must have basic concept in management.