

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	化妝品行銷管理學	Serial No. / ID	0563 / MHI1017
Dept.	藥用植物與保健學系	School System / Class	大學日間部1年1班
Lecturer	張淑微	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(一)34 / H563	Language	Chinese

Introduction
Learning the basic knowledge in regard to the marketing analysis, marketing strategy to increase the competitive ability for all industries management.

Outline
<ol style="list-style-type: none">1.marketing information and evironment analysis.2. relationships between marketing and consumers3. How to increse the value of our products4. the marketing circulation5. Strategies for a functional marketing management

Prerequisite
All students should have basic knowledge of medicinal botanicals background.