

# 102-2 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 行銷管理          | Serial No. / ID       | 1137 / BAM2026 |
| Dept.             | 企業管理學系        | School System / Class | 大學日間部1年1班      |
| Lecturer          | 葉忠興           | Full or Part-time     | 專任             |
| Required / Credit | Required / 3  | Graduate Class        | No             |
| Time / Place      | (三)123 / B301 | Language              | Chinese        |

| Introduction  |
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| This course will try to introduce the basic and important concept of marketing to students. Text book and case studies will be the teaching instrument. Find out the problem then solve the problem, and create the marketing plan will be required in the class. |

| Outline  |
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| Weekly class as below:<br><br>1 Introduction, 2 Basic concept of marketing, 3 Marketing environment business ethics, 4 Marketing strategy & plan, 5 Marketing research, 6 Consumer behavior, 7 Video watch & case study, 8 Segmentation, Targeting & positioning, 9 Midterm EXAM, 10 Product & Branding strategy, 11 Video watch, 12 Service & Experience marketing, 13 pricing strategy, 14 promotion strategy, 15 Channel of distribution, 16 Review and case study, 17 Final presentation, 18 Final presentation. |

| Prerequisite          |
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| Business (Management) |