

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	1195 / IRM3007
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部1年1班
Lecturer	蔡孟娟	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)234 / B401	Language	Chinese

Introduction
Coordination , Negotiation and Teamwork , Cooperation Verbal Communication and Writing Relationship Management Data collection , Analysis & Identification of the needs of superiors Manage conflicts Innovation & Idea Execution Business & Occupational ethics Theories & knowledge for specific professions Apply & practice knowledge learned

Outline
Marketing Management

Prerequisite
Marketing Management