

102-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|---------------|-----------------------|----------------|
| Title | 行銷管理 | Serial No. / ID | 1231 / IBM1025 |
| Dept. | 國際企業管理學系 | School System / Class | 大學日間部1年2班 |
| Lecturer | 張魁 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | No |
| Time / Place | (四)234 / B202 | Language | Chinese |

| Introduction |
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| (英文) (1)Understanding the role Function of Marketing in Business Management (2)Learning Basic Marketing concept and knowledge (3)Establishing the Basic knowledge of International Marketing (4)Understanding Marketing and other Management Functions |

| Outline |
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| 1.introduction 2.change in business 3.major steps in marketing 4.marketing research 5.STP 6.STP 7.mid-term test 8.Marketing Mix 9.Marketing Mix 10.Marketing Mix 11.social ethics 12.Case study 13.Case study 14.Case study 15.Case study 16.final-term test |

| Prerequisite |
|--------------|
| management |