

# 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	餐旅行銷策略	Serial No. / ID	1854 / HOG3002
Dept.	餐旅管理學士學位學程	School System / Class	大學日間部2年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)5 / M105 (一)6 / M105 (一)7 / M105	Language	Chinese

## Introduction

To introduce students with related Hospitality Marketing Strategy concept. This course will focus on business marketing practices.

## Outline

Intro  
consumer behavior  
Marketing Plan  
Product  
Promotion  
Pricing

## Prerequisite

Hospitality Management