

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	化妝品行銷管理學	Serial No. / ID	1950 / MHI1017
Dept.	藥用植物與保健學系	School System / Class	大學日間部1年2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
1.marketing information and evironment analysis. 2. relationships between marketing and consumers 3. How to increse the value of our products 4. the marketing circulation 5. Strategies for a functional marketing management

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