

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	觀光行銷	Serial No. / ID	2188 / RMM2057
Dept.	休閒事業管理學系	School System / Class	大學日間部2年1班
Lecturer	許立群	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)567 / B505	Language	Chinese

Introduction
This course has been systematically explore the theory and application of marketing, emphasized the importance for analysis tool. Let students to understand knowledge knowledge of tourism, hospitality, marketing strategies, also let students to have a real experience via role play and case studies. Let students become re c r e a t e i o n professionals.

Outline
<ol style="list-style-type: none">1. Marketing Concepts and overviews2. Tourism and Hospitality Market Environment Trend3. Tourist behavior4. STP analysis5. Marketing research6. Product and service7. Physical Environment8. Price9. Place10. Promotion11. Internet Marketing

Prerequisite
none