

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	休閒創意行銷	Serial No. / ID	2199 / RMM3056
Dept.	休閒事業管理學系	School System / Class	大學日間部3年2班
Lecturer	林擎天	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)234 / B504	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1.The course provides students to understand the c r e a t i v e marketing for leisure, r e c r e a t i o n and tourism based on the marketing management and service marketing management. 2.The students who attend the course are able to comprehend the theoretical framework under to 3.The different Taiwanese issues, including new ones, related to c r e a t i v e marketing for leisure, r e c r e a t i o n and tourism are expected to expand student ' s visions. 4.The introduction of domestic cases can assist students to realize the combination of theories with practice. 5.By involving the external competition the attended students can obtain the practical experience as well as marketing strategies.

Outline
<ul style="list-style-type: none"> Introduction and concepts of course Environment and marketing study Leisure activity behavior Market segmentation, target market and positioning strategy Products and service planning Pricing and pathway decision making Promotion decision making Mid examination Service staff management Physical environment management Service procedure management Productivity and service quality management Customer ' s relationship management Experience marketing Service rescue and accidental event management Term report presentation Term report presentation Term report presentation / Term examination

Prerequisite

none