

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	觀光行銷學	Serial No. / ID	2756 / TTG3003
Dept.	觀光旅遊學士學位學程	School System / Class	大學日間部2年1班
Lecturer	丁于珊	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(四)567 / M202AB	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1.Understanding the hospitality and tourism marketing process 2.Developing hospitality and tourism marketing opportunities and strategies 3.Developing the hospitality and tourism marketing

Outline
<ol style="list-style-type: none"> 1.Introduction 2.Service characteristics of hospitality and tourism marketing 3.The role of marketing in strategic planning 4.The marketing environment 5.Marketing information systems and marketing research 6.Consumer markets and consumer buying behavior 7.Organizational buyer behavior of group market 8.Market segmentation, targeting, and positioning 9.Mid-term exam 10.Designing and managing products 11.Internal marketing 12.Building customer loyalty through quality 13.Pricing products 14.Distribution channels 15.Promotion products 16.Public relations and sales promotion 17.Professional sales 18.Final report

Prerequisite
No