

## 97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	流通概論	Serial No. / ID	2536 / IBB1014
Dept.	國際企業管理學系	School System / Class	進修學士班2年1班
Lecturer	謝瑜玲	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(六)567 / B403	Language	Chinese

Introduction
The definition and measurement of flow, circulation and development of the classification, information flow, logistics, business flow introduction. And the case of circulation types (including department stores, discount stores, supermarkets, internet marketing, shopping centers).

Outline
The definition of circulation Marketing channel introduced Retail Wholesale Logistics Path design Channel management Experience Economy Retail service encounters Retail service encounters Online Retail Management Analysis of circulation types Shopping center Department Stores Discount stores Chain Store Internet Marketing

Prerequisite
basic management concepts