

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	1917 / FBM3001
Dept.	財務金融學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(二)34 / B207 (四)7 / B207	Language	Chinese

Introduction
<p>(英文)</p> <p>(1) Understanding the role Function of Marketing in Business Management</p> <p>(2) Learning Basic Marketing concept and knowledge</p> <p>(3) Establishing the Basic knowledge of International Marketing</p> <p>(4) Understanding Marketing and other Management Functions</p>

Outline
<ol style="list-style-type: none"> 1.introduction 2.change in business 3.major steps in marketing 4.marketing research 5.STP 6.STP 7.mid-term test 8.Marketing Mix 9.Marketing Mix 10.Marketing Mix 11.social ethics 12.Case study 13.Case study 14.Case study 15.Case study 16.final-term test

Prerequisite
management