

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	運動行銷	Serial No. / ID	2711 / GMN5602
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年3班
Lecturer	李城忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(日)123 / B501	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1. Familiar with the theory of sports marketing. 2. to understand the establishment of brand image and marketing of the practices. 3. familiar with how companies use sports marketing to expand the global market.

Outline
<ol style="list-style-type: none"> 1. The nature of sports marketing 2. sports consumer behavior perspective 3. cases of successful marketing campaign analysis; Teacher of research papers 4. Sports Marketing Research 5. Beijing Olympics and sports marketing 6. Olympic Sports Marketing 7 visits school sports marketing business and practice of teaching 8. mid-term exam .9 authorization type promotion and sponsorship 10.. How companies use sports marketing 11. companies use sports marketing case analysis 1 12. online sports marketing 1 13. online sports marketing 2 14. sports marketing research papers 1 15. sports marketing research papers 2 16. Cases study in business ethics 17 papers REVIEW 18 Final Exam

Prerequisite
no