

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷研究	Serial No. / ID	1757 / IBM4009
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	蔡翠旭	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)78 / B309 (四)5 / B309	Language	Chinese

Introduction
Introduce the important concepts and techniques about international marketing research!

Outline
<ol style="list-style-type: none"> 1.marketing information system 2.scientific methods 3.procedure of marketing research 4.design of research 5.2nd data 6.methods of data searching 7.problem of non-response 8.mid-term test 9.design of questionnaire 10.design of experiment 11.methods of sampling 12.the # of sample 13.measurement of attitude 14.management of procedure in M.R. 15.qualitative research 16.data analysis 17.final-term test

Prerequisite
principle of marketing