

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	1849 / IMM4060
Dept.	資訊管理學系	School System / Class	大學日間部4年2班
Lecturer	鍾育明	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(一)6 / B201 (二)78 / B201	Language	Chinese

Introduction

Marketing management

Outline

define of marketing
demand and market
marketing strategies
marketing mix

Prerequisite

management