

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷研究	Serial No. / ID	2192 / BAM3023
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭華清	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)78 / B303 (三)2 / B303	Language	Chinese

Introduction
<p>Marketing 's job is to: discover - what people need; what they will value. create - a solution to the identified needs; a product that people will value. arouse - a desire in people to buy the product. satisfy - the needs that were first discovered; to provide the value that people want. You will learn how this is done as</p>

Outline
<p>Part 1: The Role and Value of Marketing Research Information            Part 2: Designing the Marketing Research Project            Part 3: Gathering and Collecting Accurate Data            Part 4: Data Preparation, Analysis, and Reporting the Results</p>

Prerequisite
<p>Marketing Management Sales Management Public Relations Advertising Consumer Behavior</p>