

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

Information			
Title	行銷管理	Serial No. / ID	2333 / BAR5003
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	鄭華清	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(四)567 / J114	Language	Chinese

Introduction
This course introduce basic theories and concepts, as well as recently trends of marketing management. In order to help students to think differently, this course use interactive case study.

Outline
<p>Chapter 1 Defining Marketing for the 21st Century</p> <p>Chapter 2 Marketing Strategies and Plans</p> <p>Chapter 3 Scanning the Environment</p> <p>Chapter 6 Consumer Markets</p> <p>Chapter 7 Business Markets</p> <p>Chapter 8 Identifying Market Segments and Targets</p> <p>Chapter 9 Creating Brand Equity</p> <p>Chapter 10 Crfting the Brand Positioning</p> <p>Midterm</p> <p>Chapter 12 Setting Product Strategy</p> <p>Chapter 13 Designing and Managing Sevice</p> <p>Chapter 14 Developing Pricing Strategy</p> <p>Chapter 15 Designing and Managing Marketing Channels and Value Networks</p> <p>Chapter 16 Manaing Retailing, Wholesaling, and Logistics</p> <p>Chapter 17 Integrated Marketing Communications</p> <p>Chapter 18 Mass Communications</p> <p>ChapterPersonal Communications</p> <p>Final Exam</p>

Prerequisite
Management. must have basic concept in management.