

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷研究	Serial No. / ID	2969 / IBB1024
Dept.	國際企業管理學系	School System / Class	進修學士班4年1班
Lecturer	田孟龍	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)ABC / B403	Language	Chinese

Introduction
Introduce the important concepts and techniques about marketing research!

Outline
.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