

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷學	Serial No. / ID	1676 / BTI2039
Dept.	生物產業科技學系	School System / Class	大學日間部4年1班
Lecturer	鄭建益	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	Yes
Time / Place	(一)89 / H607	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1. Marketing Basic Concept 2. Marketing Segmentation Principles 3. Marketing Strategic Planning 4. Marketing Research & SWOT Analysis 5. Application of Taguchi Method In Market Distribution

Outline
<ol style="list-style-type: none"> 1. Marketing Basic Concept 2. Marketing Segmentation Principles 3. Consumer Satisfaction 4. Marketing Strategic Planning & Point of Sales 5. Marketing Research & SWOT Analysis 6. Product Portfolio Matrix 7. Competitive Forces & Marketing Strategy 8. Differentiation & Market Positioning 9. Market Survey & Deming Cycle 10. New Product Development System 11. Management of Product Life Cycle 12. Choice of Successful Marketing Strategy 13. Choice of Competitive Strategy 14. Product Positioning & Packaging 15. Price Strategy 16. Placement 17. Promotion 18. Public Relation & Crisis Management 19. Application of Taguchi Method In Market Distribution 20. Profit and Loss Chart

Prerequisite
none