

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	產品品牌管理	Serial No. / ID	2701 / IBB2010
Dept.	國際企業管理學系	School System / Class	進修學士班4年1班
Lecturer	蔡雨利	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)ABC / B407	Language	Chinese

Introduction

To obtain the management abilities of branding product.

Outline

To enjoy the process of c r e a t e ing value chain and then fullfill the branding image plus c r e a t e e better product performance.

Prerequisite

marketing management