

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷理論專題討論	Serial No. / ID	1859 / RMR5071
Dept.	休閒事業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	施建彬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)234 / J115	Language	Chinese

Introduction
1. Introducing the most important research results of leisure in marketing. 2. Helping students to develop their research ideas in marketing.

Outline
1. Introduction of leisure business 2. Marketing stratege 3. Marketing enviroment 4. Information system 5. Comsumer behaviour 6. Target market 7. Customer layalty 8. Promotion

Prerequisite
none