

## 99-1 Preliminary Syllabus, Da-Yeh Univ

| Information       |                          |                       |                |
|-------------------|--------------------------|-----------------------|----------------|
| Title             | 行銷企劃                     | Serial No. / ID       | 1883 / BAM4089 |
| Dept.             | 企業管理學系                   | School System / Class | 大學日間部1年1班      |
| Lecturer          | 鄭焜中                      | Full or Part-time     | 專任             |
| Required / Credit | Optinal / 3              | Graduate Class        | No             |
| Time / Place      | (一)56 / B301 (三)4 / B301 | Language              | Chinese        |

### Introduction

To learn how to write a marketing plan.

### Outline

Steps to write a marketing plan  
4Ps of marketing

### Prerequisite

Management  
marketing management