

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

Information			
Title	運動行銷	Serial No. / ID	2752 / GMN5602
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年3班
Lecturer	雷文谷	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(六)456 / D007	Language	Chinese

Introduction
<ol style="list-style-type: none"> <li>1. Familiar with the theory of sports marketing.</li> <li>2. to understand the establishment of brand image and marketing of the practices.</li> <li>3. familiar with how companies use sports marketing to expand the global market.</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1. The nature of sports marketing</li> <li>2. sports consumer behavior perspective</li> <li>3. cases of successful marketing campaign analysis; Teacher of research papers</li> <li>4. Sports Marketing Research</li> <li>5. Beijing Olympics and sports marketing</li> <li>6. Olympic Sports Marketing</li> <li>7 visits school sports marketing business and practice of teaching</li> <li>8. mid-term exam</li> <li>.9 authorization type promotion and sponsorship</li> <li>10.. How companies use sports marketing</li> <li>11. companies use sports marketing case analysis 1</li> <li>12. online sports marketing 1</li> <li>13. online sports marketing 2</li> <li>14. sports marketing research papers 1</li> <li>15. sports marketing research papers 2</li> <li>16. Cases study in business ethics</li> <li>17 papers REVIEW</li> <li>18 Final Exam</li> </ol>

Prerequisite
no