

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	2766 / IBB1016
Dept.	國際企業管理學系	School System / Class	進修學士班2年1班
Lecturer	蔡啟仲	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(三)BCD / B303	Language	Chinese

Introduction
(英文) (1)Understanding the role Function of Marketing in Business Management (2)Learning Basic Marketing concept and knowledge (3)Establishing the Basic knowledge of International Marketing (4)Understanding Marketing and other Management Functions

Outline
1.introduction 2.change in business 3.major steps in marketing 4.marketing research 5.STP 6.STP 7.STP 8.mid-term test 9.Marketing Mix 10.Marketing Mix 11.Marketing Mix 12.social ethics 13.Case study 14.Case study 15.Case study 16.Case study 17.final-term test

Prerequisite
management