

# 99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	品質管理	Serial No. / ID	0646 / BAM4110
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	王學銘	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)789 / B407	Language	Chinese

Introduction
<p>The Marketing job is to:</p> <ul style="list-style-type: none"> <li>discover - what people need; what they will value.</li> <li>c r e a t e e - a solution to the identified needs; a product that people will value.</li> <li>arouse - a desire in people to buy the product.</li> <li>satisfy - the needs that were first discovered; to provide the value that people want.</li> </ul> <p>You will learn how this is done as you progress via the course.</p> <p>This course includes: Professional Capability 40%, Exploratory Ability 20%, and Communication, Concernment &amp; Courage, Cooperation, Creativity 10% respectively.</p> <p>The course is specially designed for students to pass Marketing Certification (level 2) held by LCCIEB.</p>

Outline
<ul style="list-style-type: none"> <li>Marketing Management (SEP development)</li> <li>Marketing Planning (SCEP development)</li> <li>Customer and Consumer Behavior (SCEP development)</li> <li>Marketing Research (SCEP development)</li> <li>Marketing Mix and Communication (SCEP development)</li> <li>Promotions (SCEP development)</li> <li>General Issues (SEP development)</li> </ul>

Prerequisite
<ul style="list-style-type: none"> <li>Marketing Management</li> <li>Sales Management</li> <li>Public Relations</li> </ul>