

## 99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷學	Serial No. / ID	0778 / BTI2039
Dept.	生物產業科技學系	School System / Class	大學日間部4年1班
Lecturer	鄭建益	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	Yes
Time / Place	(一)89 / H540	Language	Chinese

Introduction
<ol style="list-style-type: none"> <li>1. Marketing Basic Concept</li> <li>2. Marketing Segmentation Principles</li> <li>3. Marketing Strategic Planning</li> <li>4. Marketing Research &amp; SWOT Analysis</li> <li>5. Application of Taguchi Method In Market Distribution</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1. Marketing Basic Concept</li> <li>2. Marketing Segmentation Principles</li> <li>3. Consumer Satisfaction</li> <li>4. Marketing Strategic Planning &amp; Point of Sales</li> <li>5. Marketing Research &amp; SWOT Analysis</li> <li>6. Product Portfolio Matrix</li> <li>7. Competitive Forces &amp; Marketing Strategy</li> <li>8. Differentiation &amp; Market Positioning</li> <li>9. Market Survey &amp; Deming Cycle</li> <li>10. New Product Development System</li> <li>11. Management of Product Life Cycle</li> <li>12. Choice of Successful Marketing Strategy</li> <li>13. Choice of Competitive Strategy</li> <li>14. Product Positioning &amp; Packaging</li> <li>15. Price Strategy</li> <li>16. Placement</li> <li>17. Promotion</li> <li>18. Public Relation &amp; Crisis Management</li> <li>19. Application of Taguchi Method In Market Distribution</li> <li>20. Profit and Loss Chart</li> </ol>

Prerequisite
none