

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	1557 / ATM2046
Dept.	會計資訊學系	School System / Class	大學日間部1年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)34 / B401 (四)4 / B401	Language	Chinese

Introduction	
Introduce basic concept of marketing in order to establish basic ability for marketing job requirement.	

Outline	
The meaning and insight of marketing, Marketing environment, Consumer market and Consumer behavior, Organization market and Organization purchase behavior, Market separate, Target market and market position, Product concept, New product and product life cycle, Service marketing, Pricing, Place management; Retail, wholesale and logistic; Promotion and communication; Promotion instruments.	

Prerequisite	
None	