

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	1615 / BAM2026
Dept.	企業管理學系	School System / Class	大學日間部1年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)789 / B403	Language	Chinese

Introduction
This course will try to introduce the basic and important concept of marketing to students. Text book and case studies will be the teaching instrument. Find out the problem then solve the problem, and create the marketing plan will be required in the class.

Outline
Weekly class as below: 1 Introduction, 2 Basic concept of marketing, 3 Marketing environment business ethics, 4 Marketing strategy & plan, 5 Marketing research, 6 Consumer behavior, 7 Video watch & case study, 8 Segmentation, Targeting & positioning, 9 Midterm EXAM, 10 Product & Branding strategy, 11 Video watch, 12 Service & Experience marketing, 13 pricing strategy, 14 promotion strategy, 15 Channel of distribution, 16 Review and case study, 17 Final presentation, 18 Final presentation.

Prerequisite
Business (Management)