

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

Information			
Title	藥用植物商品行銷管理學	Serial No. / ID	1681 / MHI4008
Dept.	藥用植物與保健學系	School System / Class	大學日間部4年1班
Lecturer	張淑微	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	Yes
Time / Place	(三)34 / J309	Language	Chinese

### Introduction

Learning the basic knowledge in regard to the marketing analysis, marketing strategy to increase the competitive ability for all industries management.

### Outline

- 1.marketing information and evironment analysis.
2. relationships between marketing and consumers
3. How to increse the value of our products
4. the marketing circulation
5. Strategies for a functional marketing management

### Prerequisite

All students should have basic knowledge of medicinal botanicals background.