

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	2137 / IBM1025
Dept.	國際企業管理學系	School System / Class	大學日間部1年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)789 / P401	Language	Chinese

Introduction
(英文) (1)Understanding the role Function of Marketing in Business Management (2)Learning Basic Marketing concept and knowledge (3)Establishing the Basic knowledge of International Marketing (4)Understanding Marketing and other Management Functions

Outline
1.introduction 2.change in business 3.major steps in marketing 4.marketing research 5.STP 6.STP 7.mid-term test 8.Marketing Mix 9.Marketing Mix 10.Marketing Mix 11.social ethics 12.Case study 13.Case study 14.Case study 15.Case study 16.final-term test

Prerequisite
management