

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷研究	Serial No. / ID	2192 / BAM3023
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭華清	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)78 / B303 (三)2 / B303	Language	Chinese

Introduction
Marketing 's job is to: discover – what people need; what they will value. create – a solution to the identified needs; a product that people will value. arouse – a desire in people to buy the product. satisfy – the needs that were first discovered; to provide the value that people want. You will learn how this is done as you progress through the book.

Outline
Part 1: The Role and Value of Marketing Research Part 2: Designing the Marketing Research Project Part 3: Gathering and Collecting Accurate Data Part 4: Data Preparation, Analysis, and Reporting the Results

Prerequisite
行銷管理 銷售管理 公共關係 廣告學 消費行為