

# Course Name: Marketing and Management for Early Childhood Education Business

Credit numbers: 2

- Instructor : Chia-Hui Lin
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- Course Objectives:

The objectives of the course for students are:

1. Guide students to know the process of the marketing, business management in the early childhood.
2. Understand the early childhood industry.
3. Analysis early childhood marketing in Taiwan
4. Provide some early childhood business terminology.

## Syllabus :

Week	Date	Contents	Homework
1	2/26	Teacher course Introduction	
2	3/04	Introduce early childhood trend.	
3	3/11	Early childhood business management	
4	3/18	Early childhood business marketing	
5	3/25	SWOT analysis for the early childhood	
6	4/01	Proposal the theory and practical experiences	
7	4/08	Case study	
8	4/15	Early childhood business terminology	
9	4/22	Midterm Presentation	
10	4/29	Early childhood welfare	
11	5/06	Porter 5 forces	
12	5/13	Case Study	
13	5/20	Early childhood insurance	
14	5/27	Early childhood leisure industry	
15	6/03	Early childhood theme park	
16	6/10	Overseas early childhood study	
17	6/17	Case study	
18	6/24	Final term Presentation	

- References:
- Grading:

Course participation : 30%

Course assignment : 20%

Midterm : 20%

Final term : 30%