

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理理論研討	Serial No. / ID	1801 / MDR5122
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	鍾育明	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)567 / B405	Language	Chinese

Introduction

Marketing management and theory

Outline

principal of marketing
marketing theory

Prerequisite

principle of marketing
marketing management