

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際化服務業管理	Serial No. / ID	2721 / IBR5096
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班2年1班
Lecturer	魏志雄	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)234 / J116	Language	English

Introduction
To learn the future trend of service marketing!

Outline
service industrial service marketing value chain intergrating marketing strategical marketign substaincial completive advantage

Prerequisite
marketing