

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理個案研討	Serial No. / ID	2871 / BAM4184
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)234 / H543	Language	Chinese

Introduction
By way of analyzing and discussing Marketing Management related cases, students will understand Marketing concepts in depth.

Outline
Intro Case analysis skill Case 1-10 field trip

Prerequisite
Marketing Management