

## 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為專題研討	Serial No. / ID	1827 / BSR5070
Dept.	運動事業管理學系碩士班	School System / Class	研究所碩士班1年2班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)ABC / B003-2	Language	Chinese

### Introduction

consumer behavior

### Outline

The factors of CB and future orientation of CB

### Prerequisite

marketing management