

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

Information			
Title	消費者行為專題研討	Serial No. / ID	1830 / BSN1023
Dept.	運動事業管理學系碩士在職專	School System / Class	碩士在職專班1年1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