

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理專題研討(一)	Serial No. / ID	2094 / MDR5140
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / B102	Language	Chinese

Introduction
This course is based on marketing management, marketing-related issues and to explore the theory, in order to establish a systematic practice questions deal with the idea of architecture and marketing.

Outline
marketing management consumer behavior

Prerequisite
marketing management consumer behavior