

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2359 / IBM4032
Dept.	國際企業管理學系	School System / Class	大學日間部2年2班
Lecturer	林淇宣	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)678 / B307	Language	Chinese

Introduction	
consumer behavior	

Outline	
internal factors of CB external factors of CB other factors future orientation of CB	

Prerequisite	
marketing management	