

## 97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	整合式行銷溝通	Serial No. / ID	0947 / BAM4148
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	曾鐵湖	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)567 / B303	Language	Chinese

Introduction	
n.a.	

Outline	
n.a.	

Prerequisite	
n.a.	