

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

Information			
Title	國際化服務業管理	Serial No. / ID	1827 / IBR5096
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班2年1班
Lecturer	封德台	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)567 / J111	Language	Chinese

Introduction
To learn the future trend of service marketing!

Outline
service industrial service marketing value chain intergrating marketing strategical marketign substaincial completive advantage

Prerequisite
marketing