

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理專題研討	Serial No. / ID	2079 / MDR5123
Dept.	管理學院博士班	School System / Class	研究所博士班2年1班
Lecturer	周文玲	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)567 / B405	Language	Chinese

Introduction

Marketing management

Outline

Journal of marketing
Academy of marketing science

Prerequisite

marketing management