

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理	Serial No. / ID	1846 / IMM4060
Dept.	資訊管理學系	School System / Class	大學日間部4年1班
Lecturer	許晉龍	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(一)5 / B201 (二)34 / B202	Language	Chinese

Introduction
Marketing management

Outline
define of marketing demand and market marketing strategies marketing mix

Prerequisite
management