

## 98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業管理	Serial No. / ID	0848 / BAM4136
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)78 / B202 (三)4 / B202	Language	Chinese

### Introduction

To study service management

### Outline

The importance od service industry  
4Ps of Service Marketing

### Prerequisite

Management