

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

Information			
Title	行銷管理理論研討	Serial No. / ID	1649 / MDR5122
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	毛筱艷	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(一)ABC / B003-2	Language	Chinese

### Introduction

Marketing management and theory

### Outline

principal of marketing  
marketing theory

### Prerequisite

principle of marketing  
marketing management