

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

Information			
Title	消費者行為	Serial No. / ID	1940 / IBM4032
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)789 / B505	Language	Chinese

Introduction
consumer behavior

Outline
internal factors of CB external factors of CB other factors future orientation of CB

Prerequisite
marketing management