

## 99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際化服務業管理	Serial No. / ID	1708 / IBR5096
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班2年1班
Lecturer	封德台	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)567 / J119	Language	Chinese

### Introduction

To learn the future trend of service marketing!

### Outline

service industrial  
service marketing  
value chain  
intergrating marketing  
strategical marketign  
substaincial completive advantage

### Prerequisite

marketing