

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷管理專題研討	Serial No. / ID	1446 / MDR5123
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	鍾育明	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)567 / B003-1	Language	Chinese

Introduction

Marketing management

Outline

Journal of marketing
Academy of marketing science

Prerequisite

marketing management