

106 學年度第 2 學期觀光研究所博士班資格考參考書籍
National Kaohsiung University of Hospitality and Tourism
Graduate Institute of Tourism Management
Reference books for Qualifying Exams

全英課程組 English Taught Courses

科別：行銷管理研究

Courses：Marketing Management

書籍名稱 Books	作者 Author	出版社 publishing company	出版年 Years
Marketing Management	Iacobucci, D.	Cengage Learning	2018
Marketing for hospitality and tourism.	Kotler, P., Bowen, J. T., & Makens, J.	Pearson Education	2014