2014级市营专业2017-2018-1学期课程与教材信息

|  |  |  |
| --- | --- | --- |
| 课程代码 | 课程名称 | 指定教材 |
| BMA382 | International Marketing | International marketing: fourth Asia-Pacific edition |
| BMA334 | Entrepreneurship and Innovation | Managing innovation: integrating technological, market, and organisational change (5th Edition) |