2015级市营专业2018-2019-1学期课程与教材信息

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| 课程代码 | 课程名称 | 指定教材 |
| BMA382 | International Marketing | International Marketing, Sxth Edition, International Student Version |
| BMA334 | Entrepreneurship and Innovation | Tidd, J & Bessant, J 2013, Managing innovation: integrating technological, market, and organisational change (5th Edition),  |