

大葉大學管理學院博士班資格考試參考書目 (107-1)

考試科目：行銷管理個案研討(Marketing Management Case Studies)

Textbooks:

1. Walker, O.R. and Mullins, J.W. (2014), *Marketing Strategy: A Decision Focused Approach* (8th ed.), McGraw-Hill IrWin.
2. Kotler, P. and Keller, K.L. (2016), *A Framework for Marketing Management* (6th ed.), Pearson.

Cases may come from below textbooks and magazines:

Cases in textbooks:

1. Wirtz, J. and Lovelock, C. (2016), *Services Marketing: People, Technology, Strategy* (8th ed), World Scientific.
2. Rarick, C.A. (2003), *Cases and Exercises in International Business*, Prentice Hall.

Articles in magazines:

1. Harvard Business Review, All issues in 2018.
2. MIT Sloan Management Review, All issues in 2018.
3. California Management Review, All issues in 2018.