

大葉大學管理學院博士班資格考試參考書目 (111-2)

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.
3. *Marketing Theory: A Student Text* (2nd ed.). Baker, M.J. & Saren, M. (eds.). Sage.

Cases may come from (**but not limited to**) below journals, magazines or websites:

Articles in magazines:

1. *Harvard Business Review*, All issues in recent 3 years.
2. *MIT Sloan Management Review*, All issues in recent 3 years.
3. *California Management Review*, All issues in recent 3 years.
4. Reports or studies from <https://www.mckinsey.com/> and <http://www.aliresearch.com/EN/index>.