

泰山学院经济管理学院2021级市场营销专业（本科）
2023~2024学年第一学期
《新媒体营销案例研究》 试卷B
(答题纸共4页，答题时间120分钟)

注意 事项	1. 请严格按照题号在相应答题区域作答，超出答题区域的答案无效；在草稿纸、试卷上答题无效。禁止填涂答题纸四角的识别区。 2. 答题前请先将姓名、学号填涂清楚。 3. 客观题使用2B铅笔填涂；修改时用橡皮擦干净。 4. 保持卷面清洁，不要装订、折叠、破损。										学号(*必填项*)																																																																																																																																																																																																																																					
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一、新媒体营销案例研究报告（共100分）

教师评语，请勿在此区域作答

[illegible]

学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

我 國 的 經 濟 學

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a thin black border around its edges.[illegible]