

# 100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷管理研討	Serial No. / ID	1370 / MDR5131
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)789 / D007	Language	Chinese

Introduction
<p>This course is a global marketing perspective as a basis to discuss issues related to global marketing. Through the international economy and international understanding of the environment, layout and access to thinking global strategy strategy, in order to establish a systematic framework for dealing with global marketing idea of practical problems.</p>

Outline
<p>Chapter 1. Introduction to International Marketing</p> <p>Chapter 2. global economic environment</p> <p>Chapter 3. of the social environment and cultural environment</p> <p>Chapter 4. international marketing political, legal and regulatory environment</p> <p>Chapter 5. Global Information Systems and Market Research</p> <p>Chapter 6. market segmentation, market targeting and positioning</p> <p>Chapter 7. of the global market entry strategies: licensing investment and strategic alliances</p> <p>Chapter 8. of the global marketing of the brand and product decisions</p> <p>Chapter 9.pricing decisions</p> <p>Chapter 10. of international marketing channels and physical distribution</p> <p>Chapter 11. International marketing communications decision-making (a): Advertising and Public Relations</p> <p>Chapter 12. international marketing communications decision-making (B): marketing, sales and marketing staff of the special form of communication</p> <p>Chapter 13. of the strategic elements of competitive advantage</p> <p>Chapter 14. leadership, organizational and corporate social responsibility</p> <p>Chapter 15. of the digital revolution and the global e-marketplace</p>

Prerequisite
marketing management