

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷策略	Serial No. / ID	2815 / IBR5122
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	洪朝陽	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(五)ABC / B	Language	Chinese

Introduction
To learn about the international strategical marketing management.

Outline
strategical management (value chain) internaitonal strategical marketing management(ISM) enviroment analysis for ISM inter-organization for ISM competitor analysis for ISM substaincial competitive advantage

Prerequisite
management marketing