

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	1156 / IBM2021
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(四)234 / H345	Language	Chinese

Introduction
<ol style="list-style-type: none">1. To foster Basic Knowledge of International Marketing2. Understanding the trends and Challenges of Internationalization and Globalization3. Explore Key strategies and Mix of International Marketing4. Course content include: A. core competence of the college of management (SCEP) B. Educational objectives and characteristics of IBM5. Case study

Outline
<ol style="list-style-type: none">1. the new trends of international marketing2. the new trends of international marketing3. the new challenges of international marketing4. the new challenges of international marketing5. global knowledge of economics & international marketing6. global knowledge of economics & international marketing7. global knowledge of economics & international marketing8. global markets & marketing9. mid-term test10. international marketing issues of ethics11. entry mode12. international marketing strategies13. international marketing strategies14. international marketing mix15. case study16. case study17. case study18. final-term test

Prerequisite
principle of marketing