

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷策略	Serial No. / ID	1160 / IBM4031
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)567 / B504	Language	Chinese

Introduction

Enhance the students about strategic knowledge & reading abilities of English!

Outline

- 1.what is market?
- 2.the method of c r e a t e market
- 3.the method of c r e a t e market
- 4.what is strategy?
- 5.the concept of strategy
- 6.the characteristics of strategy
- 7.the characteristics of strategy
- 8.grand strategy-Lee Kuan-Yew
- 9.mid-term test
- 10.what is marketing strategy
- 11.the basic concept of marketing strategy
- 12.grand strategist-Richard Nixon
- 13.the main steps in the marketing strategy
- 14.the main steps in the marketing strategy
- 15.case study
- 16.case study
- 17.case study
- 18.final-term test

Prerequisite

principle of marketing