

# 101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2760 / BAM3012
Dept.	企業管理學系	School System / Class	大學日間部2年2班
Lecturer	陳志誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)567 / B302	Language	Chinese

## Introduction

To understanding global marketing

## Outline

Global Marketing environment

Global strategies

4Ps of global Marketing

## Prerequisite

Management

Marketing Management