

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷初級人才認證輔導	Serial No. / ID	3094 / IBM4102
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	魏志雄	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(五)234 / B509	Language	Chinese

Introduction
Counseling students have a clearer concept of international marketing and familiar with international marketing theory in order to obtain the 5085 international marketing of export enterprises of the Republic of China Association for the Advancement the primary talents certification test pass certificate

Outline
Introduction to International Marketing International trade environment International Marketing Research The Competitive Advantage of Nations International product decisions International pricing strategy International channel decision International marketing communication decisions Control and planning of international marketing organization The cross-strait economic and trade framework

Prerequisite
Have a basic concept of international marketing