

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2284 / TDR5019
Dept.	生物科技博士學位學程	School System / Class	研究所博士班1年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(六)234 / B204	Language	Chinese

Introduction

This course is a global marketing perspective as a basis to discuss issues related to global marketing. Through the international economy and international understanding of the environment, layout and access to thinking global strategy strategy, in order to establish a systematic framework for dealing with global marketing idea of practical problems.

Outline

- Chapter 1. Introduction to International Marketing
- Chapter 2. global economic environment
- Chapter 3. of the social environment and cultural environment
- Chapter 4. international marketing political, legal and regulatory environment
- Chapter 5. Global Information Systems and Market Research
- Chapter 6. market segmentation, market targeting and positioning
- Chapter 7. of the global market entry strategies: licensing investment and strategic alliances
- Chapter 8. of the global marketing of the brand and product decisions
- Chapter 9.pricing decisions
- Chapter 10. of international marketing channels and physical distribution
- Chapter 11. International marketing communications decision-making (a): Advertising and Public Relations
- Chapter 12. international marketing communications decision-making (B): marketing, sales and marketing staff of the special form of communication
- Chapter 13. of the strategic elements of competitive advantage
- Chapter 14. leadership, organizational and corporate social responsibility
- Chapter 15. of the digital revolution and the global e-marketplace

Prerequisite

marketing management