

101-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|---------------|-----------------------|----------------|
| Title | 國際行銷 | Serial No. / ID | 2505 / BAB3012 |
| Dept. | 企業管理學系 | School System / Class | 進修學士班3年1班 |
| Lecturer | 曾藍慧 | Full or Part-time | 兼任 |
| Required / Credit | Optinal / 3 | Graduate Class | No |
| Time / Place | (三)ABC / B304 | Language | Chinese |

| Introduction |
|--|
| International Marketing is a subject to dissect basic concept and management strategy of Global Marketing .The purpose is to promote of correct notion of global marketing for students.Studing the theory and paying equal attention to practice. |

| Outline |
|---|
| 1.Globalization 2.Global Marketing management strategy theory 3.The politics environment of globalization 4.The economical environment of globalization 5. The culture environment of globalization 6.The adapt method of global consumption culture 7. The enter strategy of international market.8.To participate in Multi-National and cours of strategy.9.Considering factor of choosing participation strategy.10.Global Marketing segmentation.11.An aim and position of globa markteting .12.Products and brand.13.Innovation and using of global products.14.An adapation of prokucts.15.How to innovate global products.16.The correlation factor of global brand image.17.The packing of global brand.18.final exam |

| Prerequisite |
|--|
| To have the knowledge of baasic commerce and the basic integration ability of information. |