

# 101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷管理	Serial No. / ID	2649 / IBR5030
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	蔡旻秀	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)123 / B	Language	Chinese

Introduction
To learn about the international marketing management.

Outline
internaitonal marketing management(IMM) enviroment analysis for IMM inter-organization for IMM competitor analysis for IMM substaincial competitive advantage

Prerequisite
management marketing