

102-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 國際行銷管理 | Serial No. / ID | 2770 / GMN5505 |
| Dept. | 管理學院碩士在職專班 | School System / Class | 碩士在職專班1年5班 |
| Lecturer | 魏志雄 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 3 | Graduate Class | No |
| Time / Place | (六)BCD / B107 | Language | Chinese |

| Introduction |
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| <p>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.</p> |

| Outline |
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| <p>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</p> |

| Prerequisite |
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| marketing management |