

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	0942 / BAM3012
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)2 / B302 (四)56 / B302	Language	Chinese

Introduction	
To understanding global marketing	

Outline	
Global Marketing environment	
Global strategies	
4Ps of global Marketing	

Prerequisite	
Management	
Marketing Management	