

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	1794 / IBM2021
Dept.	國際企業管理學系	School System / Class	大學日間部3年2班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(二)8 / B403 (四)34 / B403	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1. To foster Basic Knowledge of International Marketing 2. Understanding the trends and Challenges of Internationalization and Globalization 3. Explore Key strategies and Mix of International Marketing 4. Course content include: A. core competence of the college of management (SCEP) B. Educational objectives and characteristics of IBM 5. Case study

Outline
<ol style="list-style-type: none"> 1. the new trends of international marketing 2. the new trends of international marketing 3. the new challenges of international marketing 4. the new challenges of international marketing 5. global knowledge of economics & international marketing 6. global knowledge of economics & international marketing 7. global knowledge of economics & international marketing 8. global markets & marketing 9. mid-term test 10. international marketing issues of ethics 11. entry mode 12. international marketing strategies 13. international marketing strategies 14. international marketing mix 15. case study 16. case study 17. case study 18. final-term test

Prerequisite
principle of marketing