

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2464 / BAM3012
Dept.	企業管理學系	School System / Class	大學第二部4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)7 / B302 (三)34 / H564	Language	Chinese

Introduction
To understanding global marketing

Outline
Global Marketing environment Global strategies 4Ps of global Marketing

Prerequisite
Management Marketing Management