

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2540 / IBB1018
Dept.	國際企業管理學系	School System / Class	進修學士班3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(三)BCD / B404	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 Globalization3.Explore Key strategies and Mix of International Marketing4.Course content include:A.Core competence of the college of management (SCEP) B.Educational objectives and characteristics of IBM.5.Case study

Outline
請參閱上課進度及教學內容

Prerequisite
no