

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2553 / MTB1025
Dept.	行銷與流通管理學系	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	
To understand International marketing	

Outline	
International trade theory FDI Global strategy International marketing management International financial management	

Prerequisite	
Marketing management International Business Management Business	