

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	1441 / IBM2021
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	蔡翠旭	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(三)12 / B201 (四)1 / B201	Language	Chinese

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

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

Prerequisite
principle of marketing