

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

Information			
Title	國際行銷	Serial No. / ID	1466 / BAM3012
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)56 / B303 (四)2 / B303	Language	Chinese

Introduction
To understanding global marketing

Outline
Global Marketing environment Global strategies 4Ps of global Marketing

Prerequisite
Management Marketing Management