

98-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 國際行銷 | Serial No. / ID | 2971 / 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 / B407 | Language | Chinese |

| Introduction |
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| <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 |
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| 請參閱上課進度及教學內容 |

| Prerequisite |
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| no |