

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2100 / BAR5019
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	鄭華清	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(四)567 / J114	Language	Chinese

Introduction
This course introduce basic theories and concepts, as well as recently trends of international marketing management. In order to help students to think differently, this course use interactive case study.

Outline
<ol style="list-style-type: none">1. Global marketing environment2. Global economic environment3. Global trend environment4. Global social and cultural environment5. Global politica environment6. Global marketing research7. Global Segmentation, Target marke and positioning8. Import, export and outsourcing9. Global market entry strategy10. Product and brand decision in global market11. Pricing12.Channel and distribution13. Marketing communication-114. Marketing communication-2

Prerequisite
Management. must have basic concept in management.