

## 98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷管理	Serial No. / ID	2626 / GMN5505
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年3班
Lecturer	李宗愷	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(日)567 / B202	Language	Chinese

Introduction
<p>This course is a global marketing perspective as a basis to discuss issues related to global marketing. Through the international economy and international understanding of the environment, layout and access to thinking global strategy strategy, in order to establish a systematic framework for dealing with global marketing idea of practical problems.</p>

Outline
<p>Chapter 1. Introduction to International Marketing            Chapter 2. global economic environment            Chapter 3. of the social environment and cultural environment            Chapter 4. international marketing political, legal and regulatory environment            Chapter 5. Global Information Systems and Market Research            Chapter 6. market segmentation, market targeting and positioning            Chapter 7. of the global market entry strategies: licensing investment and strategic alliances            Chapter 8. of the global marketing of the brand and product decisions            Chapter 9.pricing decisions            Chapter 10. of international marketing channels and physical distribution            Chapter 11. International marketing communications decision-making (a): Advertising and Public Relations            Chapter 12. international marketing communications decision-making (B): marketing, sales and marketing staff of the special form of communication            Chapter 13. of the strategic elements of competitive advantage            Chapter 14. leadership, organizational and corporate social responsibility            Chapter 15. of the digital revolution and the global e-marketplace</p>

Prerequisite
marketing management