

## 99-1 Preliminary Syllabus, Da-Yeh Univ

| Information       |                          |                       |                |
|-------------------|--------------------------|-----------------------|----------------|
| Title             | 國際行銷                     | Serial No. / ID       | 1690 / IBM2021 |
| Dept.             | 國際企業管理學系                 | School System / Class | 大學日間部3年2班      |
| Lecturer          | 張永誠                      | Full or Part-time     | 兼任             |
| Required / Credit | Required / 3             | Graduate Class        | No             |
| Time / Place      | (四)4 / B407 (五)34 / B407 | Language              | Chinese        |

| Introduction   |
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| <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   |
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| <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 |