

# 99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2779 / MTB1025
Dept.	行銷與流通管理學系	School System / Class	進修學士班3年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)ABC / B309	Language	Chinese

Introduction
To understand International marketing

Outline
International trade theory FDI Global strategy International marketing management International financial management

Prerequisite
Marketing management International Business Management Business