

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷策略	Serial No. / ID	0701 / IBM4031
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)56 / B302 (四)8 / B302	Language	Chinese

Introduction	
Enhance the students about strategic knowledge & reading abilities of English!	

Outline	
1.what is market? 2.the method of c r e a t e market 3.the method of c r e a t e market 4.what is strategy? 5.the concept of strategy 6.the characteristics of strategy 7.the characteristics of strategy 8.grand strategy-Lee Kuan-Yew 9.mid-term test 10.what is marketing strategy 11.the basic concept of marketing strategy 12.grand strategist-Richard Nixon 13.the main steps in the marketing strategy 14.the main steps in the marketing strategy 15.case study 16.case study 17.case study 18.final-term test	

Prerequisite	
principle of marketing	