

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際行銷	Serial No. / ID	2742 / MTB1025
Dept.	行銷與流通管理學系	School System / Class	進修學士班4年2班
Lecturer	陳柏任	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(六)89A / B202	Language	French

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