



課 綱 Course Outline  
企業管理學系國際組

中文課程名稱 Course Name in Chinese	國際行銷管理				
英文課程名稱 Course Name in English	International Marketing Management				
科目代碼 Course Code	BM_M0250	班 別 Degree	碩士班 Master' s		
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
The main objective of this course is to develop a managerial understanding of international marketing. This course will help students enhance their analytical, decision making and implementation skills in an intense, highly challenging project of developing an actual marketing plan. The course will place an equal emphasis on managerial and marketing issues faced by firms operating in many parts of the world.					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀之企業經理人。 Cultivating professional managers equipped with international perspective				
2	培養具資訊科技能力之專業經理人。 Cultivating professional managers equipped with IT management proficiency				
3	培養具人文素養之專業經理人。 Cultivating equipped with human culture professional managers				
4	培養理論與實務並重之專業經理人。 Cultivating business professionals with both theoretic expertise and practical experience				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management			●	
B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management			●	

C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration	●
D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages	●
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations	○
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics	○

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱  
Course Outline

Introduction to Global Marketing  
The Global Economic Environment  
Segmentation, Targeting, and Positioning  
Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances  
Branding and Product Decisions in Global Marketing  
Global Marketing Communications Decisions  
The Digital Revolution and the Global E-Marketplace

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

Notebook & Projector.

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

Course Requirements and Suggested Teaching Methods  
Class sessions comprise a mixture of lectures, interactive discussions, case studies, case presentations, and problem solving. Students are assessed on their ability to work as team to prepare and present in a meaningful and formal manner the application of economic principles on managerial issues.

其他  
Miscellaneous

Miscellaneous  
Nil.