



課 綱 Course Outline
企業管理學系博士班

中文課程名稱 Course Name in Chinese	國際行銷專題				
英文課程名稱 Course Name in English	Special topics of International Marketing				
科目代碼 Course Code	BM__81000	班 別 Degree	博士班 Ph. D.		
修別 Type	選修 Elective	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 primary objective of the course is to introduce the strategic and operational issues arising in the management of a firm' s international marketing operations. The course will focus on five areas: the global marketing environment, analyzing and targeting global marketing opportunities, the entrance into the international market, creating global marketing programs, and managing the global marketing program.					
課程大綱 Course Outline					
Part1: Introduction and overview Part 2: The global marketing environment Part 3:Analyzing and targeting global market opportunities Global marketing information systems and research Segmentation, targeting, and positioning Part 4: Global marketing strategy Global market entry Global strategic alliance Part 5: Creating global marketing programs Brand strategy Pricing decisions Global marketing channels and physical distribution Global advertising Global promotion					
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.)					
課程要求和教學方式之建議					

Course Requirements and Suggested Teaching Methods
Lecture and the international marketing articles will be assigned to students for presenting during the class.
其他 Miscellaneous