



# 課 綱 Course Outline

## 運籌管理研究所碩士班國際組

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	GSLMM0200	班 別 Degree	碩士班 Master' s		
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 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	培養具備供應鏈與運籌管理知識能力之專業人才。 To nurture professionals with knowledge and skills in supply chain and logistics management				
2	培養具備邏輯與批判思維之專業管理人才。 To nurture management professionals with logical and critical thinking				
3	培養具備國際溝通與簡報能力之專業人才。 To nurture bilingual professionals with communication and presentation skills				
4	培養具有國際視野與在地經驗之供應鏈與運籌管理專才。 To nurture professionals in supply chain and logistics management with global vision and local 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	基礎供應鏈與運籌管理知識 Foundations on supply chain and logistics management			○	
B	供應鏈與運籌之系統管理知識 Knowledge on managing systems in supply chain and logistics			●	

C	供應鏈與運籌之分析工具知識 Knowledge on logical and analytical tools for supply chain and logistics	
D	語文表達能力 Language and communication skills	○
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		
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 a team to prepare and present in a meaningful and formal manner the application of economic principles on managerial issues.		
其他 Miscellaneous		