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國立東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際行銷管理			學年/學期 Academic Year/Semester	112/2
課程名稱(英文) Course Name in English	International Marketing Management				
科目代碼 Course Code	BM__M0250	系級 Department & Year	碩士	開課單位 Course-Offering Department	企業管理學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/夏締青				
先修課程 Prerequisite					

課程描述 Course Description

The course aims to provide students with the basic knowledge of marketing management in international markets. The course introduces students with global marketing, global marketing environments, principles of foreign market entry and the application of the 4ps of marketing in international settings. By the end of the semester, the students are expected to acquire the basic understanding of how marketing strategies play in international environments. It is expected that students would be able to build the marketing strategy of a firm for an international market

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.

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

授 課 進 度 表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Introductory Class	
2	Holiday	
3	Introduction to global marketing	
4	The global economy	
5	Cultural and social forces	
6	Political and legal forces	
7	Global markets and buyers	
8	Global marketing strategies	
9	Midterm Exam	
10	Global market selection and market entry strategy	
11	Product: Developing new products for global marketing	

12	Place: Managing international channels	
13	Activity/Movie Class	
14	Promotion: Int’l promotion strategies, Managing global advertising	
15	Global Branding	
16	Global Branding Pricing: Pricing for international and global markets	
17	Project Presentation	
18	Supplementary teaching	

教 學 策 略 Teaching Strategies

☑ 課堂講授 Lecture ☑ 分組討論Group Discussion ☐ 參觀實習 Field Trip

☑ 其他Miscellaneous: case study, research article discussion

教 學 創 新 自 評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

☑ 問題導向學習(PBL) ☐ 團體合作學習(TBL) ☑ 解決導向學習(SBL)

☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs

社會責任(Social Responsibility)

☑ 在地實踐Community Practice ☐ 產學合作 Industy-Academia Cooperation

跨域合作(Transdisciplinary Projects)

☑ 跨界教學Transdisciplinary Teaching ☐ 跨院系教學Inter-collegiate Teaching

☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	20%								Participation in class
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	50%								Project, case, and paper presentation
其他 Miscellaneous (Attendance)	10%								

評量方式補充說明
Grading & Assessments Supplemental instructions

教科書與參考書目（書名、作者、書局、代理商、說明）
Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Title: Global Marketing Management 9th Edition
Authors: Kotabe and Helsen
Publisher: Wiley

Reference Journals: Journal of Marketing, Journal of Marketing Research, Journal of International Marketing, Journal of the Academy of Marketing Science, Journal of Consumer Research

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)
Teaching Aids & Teacher's Website(Including online teaching information.
Personal website can be listed here.)

其他補充說明 (Supplemental instructions)