


**國立東華大學**  
**教學計劃表 Syllabus**

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| 課程名稱(中文)<br>Course Name in Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 國際行銷管理                                                                                |                             |    | 學年/學期<br>Academic Year/Semester    | 113/2                                                                                    |
| 課程名稱(英文)<br>Course Name in English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | International Marketing Management                                                    |                             |    |                                    |                                                                                          |
| 科目代碼<br>Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | GSLMM0200                                                                             | 系級<br>Department & Year     | 碩士 | 開課單位<br>Course-Offering Department | 運籌管理研究所                                                                                  |
| 修別<br>Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 選修 Elective                                                                           | 學分數/時間<br>Credit(s)/Hour(s) |    | 3.0/3.0                            |                                                                                          |
| 授課教師<br>Instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | /夏締青                                                                                  |                             |    |                                    |                                                                                          |
| 先修課程<br>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                                                                                                                                                              |                                                                                       |                             |    |                                    |                                                                                          |
| 系專業能力<br>Basic Learning Outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                       |                             |    |                                    | 課程目標與系專業能力相關性<br>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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                       |                             |    |                                    |                                                                                          |
| 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 Industry-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:

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| 學期成績計算及多元評量方式 Grading & Assessments                                                                                                                                                                                                                                                               |                    |                    |          |          |          |          |          |          |                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|---------------------------------------------|
| 配分項目<br>Items                                                                                                                                                                                                                                                                                     | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |                                             |
|                                                                                                                                                                                                                                                                                                   |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他                                          |
| 平時成績(含出缺席)<br>General Performance<br>(Attendance Record)                                                                                                                                                                                                                                          | 20%                |                    |          |          |          |          |          |          | Participation in<br>class                   |
| 期中考成績 Midterm Exam                                                                                                                                                                                                                                                                                | 20%                |                    |          |          |          |          |          |          |                                             |
| 期末考成績 Final Exam                                                                                                                                                                                                                                                                                  |                    |                    |          |          |          |          |          |          |                                             |
| 作業成績 Homework and/or<br>Assignments                                                                                                                                                                                                                                                               | 50%                |                    |          |          |          |          |          |          | Project, case,<br>and paper<br>presentation |
| 其他 Miscellaneous<br>(Attendance)                                                                                                                                                                                                                                                                  | 10%                |                    |          |          |          |          |          |          |                                             |
| 評量方式補充說明<br>Grading & Assessments Supplemental instructions                                                                                                                                                                                                                                       |                    |                    |          |          |          |          |          |          |                                             |
| 教科書與參考書目 (書名、作者、書局、代理商、說明)<br>Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)                                                                                                                                                                                       |                    |                    |          |          |          |          |          |          |                                             |
| Title: Global Marketing Management 9th Edition<br>Authors: Kotabe and Helsen<br>Publisher: Wiley<br><br>Reference Journals: Journal of Marketing, Journal of Marketing Research, Journal of International<br>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)<br>Teaching Aids & Teacher's Website(Including online teaching information.<br>Personal website can be listed here.)                                                                                                                                             |                    |                    |          |          |          |          |          |          |                                             |
| 其他補充說明 (Supplemental instructions)                                                                                                                                                                                                                                                                |                    |                    |          |          |          |          |          |          |                                             |