



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	114/2			
課程名稱(英文) Course Name in English	International Marketing Management							
科目代碼 Course Code	IB_50000	系級 Department & Year	碩士	開課單位 Course-Offering Department	國際企業學系			
修別 Type	必修 Required	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

::以國際而言，由於國外市場佔其全球市場比例逐漸增加，外競爭對手市場佔有率
 ::提高，以及國外市場具有較低生產成本、技術和資本等資源，國際行銷的重要性
 ::與日俱增，成為企業發展的一環，本課重視國際行銷管理上的現實問題，策略性
 ::的探討及國際企業如何擬定有效決策，所以內容務求理論與實務的配合，同時探求
 ::範圍較廣，包括國際行銷的分析，瞭解多國籍企業，企業經營的國際行銷領域等，期
 ::能學以致用。

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	具備國際企業管理之進階知識與能力。Students will have advanced knowledge of international business.	●
B	具備多元邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems using logical and critical thinking.	○
C	具備領導、溝通協調與團隊合作之能力。Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野以及外語溝通的能力。Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	●
E	具備創新、創業之思維與能力。To build a the concept and ability for innovation and entrepreneurship	●
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the advanced abilities for service design and industry analysis.	○
G	具備國際企業倫理之素養。Students will be able to identify and understand the importance of ethical decision making for international business.	●

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	Introduction to global marketing	
3	The global economy	
4	Cultural and social forces	
5	Political and legal forces	
6	Activity/Movie Class	
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
平時成績(含出缺席) General Performance (Attendance Record)	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)