

南台科技大學 98 學年度第 2 期課程資訊

課程名稱	國際行銷
課程編碼	7ZM03601
系所代碼	07
開課班級	碩企管國際一甲 碩企管國際二甲
開課教師	陳正男
學分	3.0
時數	3
上課節次地點	一 6 7 8 教室 S209B
必選修	選修
課程概述	The format of class sessions includes lecture material supplemented by cases and assignments for illustrating certain topics. Case analyses should be done in groups of about four or five persons. Each group will turn in a case analysis report for each case (one group will lead the discussion). Assignments will be announced in class. Lectures and guest speakers will be an extension of the required text. For this reason students are expected to be familiar with the material assigned prior to class. Each group will develop a international marketing plan for any organization and turn in before final exam.
課程目標	The objectives are (1) to understand the environmental factors affecting international marketing and (2) to be acquainted with knowledge and skills needed for the administration of the international marketing function.
課程大綱	<ol style="list-style-type: none"> 1.全球行銷導論 2.全球經濟環境 3.全球貿易環境：區域市場特性與互惠貿易協定 4.全球社會與文化環境 5.全球行銷之政治、法律與管制環境 6.全球資訊系統與行銷研究 7.市場區隔、目標市場選擇與定位 8.進口、出口與外包 9.全球市場進入策略：授權與策略聯盟 10.產品與品牌決策 11.定價決策 12.全球行銷的實體配銷通路 13.全球行銷溝通決策I：廣告與公共關係 14. 全球行銷溝通決策II：促銷、人員銷售與特殊形式的行銷溝通

	<p>15.競爭優勢的侵略要素</p> <p>16.全球行銷的領導、組織與控制</p> <p>17.數位革命與全球電子市場</p>
英文大綱	<p>1. Introduction to Global Marketing</p> <p>2. The Global Economic Environment</p> <p>3. The Global Trade Environment</p> <p>4. Social and Cultural Environments</p> <p>5. The Political, Legal, and Regulatory Environment of Global Marketing</p> <p>6. Global Information Systems and Market Research</p> <p>7. Segmentation, Targeting, and Positioning</p> <p>8. Importing, Exporting, and Sourcing</p> <p>9. Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances</p> <p>10. Product and Brand Decisions</p> <p>11. Pricing Decisions</p> <p>12. Global Marketing Channels and Physical Distribution</p> <p>13. Global Marketing Communications Decisions I: Advertising and Public Relations.</p> <p>14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication</p> <p>15. Strategic Elements of Competitive Advantage</p> <p>16. Leading, Organizing, and Controlling Social Responsibility.</p> <p>17. The Digital Revolution and the Global E-Marketplace</p>
教學方式	
評量方法	
指定用書	
參考書籍	
先修科目	行銷管理
教學資源	
注意事項	
全程外語授課	1
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	