

942

**Kainan University 2005 First term of Applied English Department (Sophomore year)-->Please change**

Course #	Name of the Course	Name of the teacher	Course type	Year of the class	Credit Hour	Hour per week
morning class starts with 3050##### and evening class starts with 3550####	Chinese:	Justyna Matysiewicz	<input checked="" type="checkbox"/> required <input type="checkbox"/> elective			3
	English : International Marketing	Course Requirements	(English major student only or no restriction?)			
Brief Course Description	Learn the principles of local and global marketing, the material is based on a foundation of the theory of the multinational firm.					
實施方法	<input type="checkbox"/> Presentation ◦ <input type="checkbox"/> Exercise ◦ <input type="checkbox"/> XDiscussion ◦ <input type="checkbox"/> Internship ◦ <input type="checkbox"/> XQuestion&Answer ◦ <input type="checkbox"/> Others ( ) ◦					
Course grade	Midterm 25% ◦ Final 25% ◦ Homeworks 20% ◦ Quiz 20% Presence 10%					
Required Textbook	(Following author · name of textbook · Publisher · and Year of publishing) ◦ <b>黃瑪莉. 現代商用英文 International Marketing. 智勝文化. 2004.</b>					
Course Schedule :	Week 1: Introduction					
	Week 2: The Global Marketing Job					
	Week 3: Drivers Toward Globalization and Global Marketing Objectives					
	Week 4: Understanding Local Customer					
	Week 5: Local Marketing in Mature Markets					
	Week 6: Local Marketing in New Growth Markets					
	Week 7: Local Marketing in Emerging Markets					
	Week 8: Global Segmentation					
	Week 9: Midterm					
	Week 10: Global Positioning					
	Week 11: Global Products					
	Week 12: Global Services					
	Week 13: Global Pricing					
	Week 14: Global Distribution					
	Week 15: Global Advertising					
	Week 16: Global Promotion					
	Week 17: E-commerce and Personal Selling					
	Week 18: Final					
<small>說明：1.授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。2.本表於91.4.23第四次校課程委員會討論通過。</small>						

課程委員會召集人：



Name of the teacher : Justyna Matysiewicz

54

