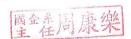
942

2005 First term of Applied English Department (Sophomore year)-->Please change Kainan University Year of the Credit Hour per Name of the Course type Name of the Course Course # week class Hour teacher morning class ☑required Justyna 3 starts with Chinese: Matysiewicz □elective 3050###### and evening Course (English major student only or no restriction?) English: International Marketing class starts Requirements with 3550#### Brief Course Learn the principles of local and global marketing, the material is based on a foundation of the theory of the multinational firm. Description) . Presentation • Bxercise • XDiscussion • Internship • XQuestion&Answer • Others (實施方法 Course Midterm 25% · Final 25% · Homeworks 20% · Quiz 20% Presence 10% grade (Following author name of textbook Publisher and Year of publishing) • Requi red Textbook 黃瑪莉. 現代商用英文 International Marketing. 智勝文化. 2004. Course Schedule: Week 1: Introduction Week 2: The Global Marketing Job Week 3: Drivers Toward Globalization and Global Marketing Objectives Week 4: Understanding Lockal 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 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,

課程委員會召集人:



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。

Name of the teacher: Justyna Matysiewicz

