The Department of Business Administration is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

General Program Learning Goals (goals covered by this course are indicated):

| V | 1 | Students should be able to communicate effectively verbally and in writing. |
| V | 2 | Students should solve strategic problems with a creative and innovative approach. |
|   | 3 | Students should demonstrate leadership skills demanded of a person in authority |
| V | 4 | Students should think with a global management perspective. |
| V | 5 | Students should possess the necessary skills and values demanded of a true professional. |

Course Objectives:
The overall objective is to provide students with in-depth insights into certain issues and theories of global marketing through the lecture and case discussions. The course unit focuses on strategic aspects of marketing in international business. Extending beyond issues of domestic marketing activities, it aims to develop strategic thinking in a global marketing context.

Required Books

Recommend Books
- 國際行銷學: 于卓民, 巫立宇, 蕭富峰 著 (2009)，智聖文化
- Supplementary case materials compiled by the instructor

Grading:
- Class Participation/Case Presentations & Discussions/Assignments (20%)
- Mid Term (30%)
- Final Exam (20%)
- Final Project (30%)
### Course Outline

<table>
<thead>
<tr>
<th>Week</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction and course overview</td>
</tr>
</tbody>
</table>
| 2    | Topic: The Scope and Challenge of International Marketing  
Ch1 The Global Marketing Task |
| 3    | Topic: The Cultural Environment of Global Markets  
Ch3 Cultural Foundations  
➢ Case 1 |
| 4    | Topic: Global Marketing Entry Strategies  
Ch6 Licensing, Strategic Alliances, FDI  
➢ Case 2 |
| 5    | Topic: Local Marketing  
Ch 7: Understanding Local Customers  
➢ Case 3 |
| 6    | Topic: Multinational Market Regions and Market Groups  
Ch 8 Local Marketing in Mature Markets & Ch 9 Local Marketing in New Growth Markets  
➢ Case 4 |
| 7    | Topic: Global Marketing Research  
➢ Case 5 |
| 8    | Ch 11 Global Marketing Strategy |
| 9    | Mid Term (期中考) |
| 10   | Ch 12 Global Products and Services |
| 11   | Ch 13 Global Branding  
➢ Case 6 |
| 12   | Ch 14 Global Pricing  
➢ Case 7 |
| 13   | Ch 15 Global Distribution  
➢ Case 8 |
| 14   | Ch 16 Global Advertising  
Final Project Presentation |
| 15   | Final Project Presentation |
| 16   | UD |
| 17   | Final Project Presentation |
| 18   | Final Exam (期末考) |

**Group Case Reports & Assignments (個案分析)**

- Prior to the discussion of assigned reading and each case in class, the presentation group is required to hand in presentation material (Power Point Slides). The cover page should include case title, students’ names and students’ ID numbers. Each group will present the case for 30 minutes. Presentation group will present the content and the essence of reading assignments and cases and initiate discussion in class.
Final Project (期末報告)

3. Final Project will reflect what you have learned in the class. You may choose to interview a company and compare the real business situation and academic arguments.

4. The length of term project report: 10 pages. The format should be in one and half line space and Times New Roman or 標楷體 in Chinese.

Notes

3. The syllabus is tentative and may be changed depending on the progress, and interest of the class.

4. Case material will be given before the presentation and discussion. Students are responsible for reading the material before the class.