國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：張恩欣

Instructor:An-Hsin Chang

課程名稱：國際行銷

Course Title：International Marketing

2026/11/3

課程代號： MB2114701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	W2(TR-209) W3(TR-209) W4(TR-209)
專業核心能力： Core Professional Competencies	解決問題之能力(Problem Solving) 管理專業知識(Comprehensive management knowledge) 良好溝通表達之能力：□口說溝通能力(Oral communication skills); 全球觀點與理解跨文化議題之能力(Global Perspectives)
課程網址： Course Website	N/A
課程宗旨： Course Objectives	With the coming of the digital era, cross-border e-commerce has become an important business model. As the digital platform presents a new way for international expansion, developing an international digital marketing strategy has become a critical challenge for businesses. This course will explore the realities and implications of electronic commerce from a marketer’s perspective and will introduce a wide range of cross-border e-commerce issues, such as global cross-border trends, cross-border e-commerce practices, and e-commerce ecosystems, the challenges of traditional industry’s digital transformation, online consumer behavior and consumption patterns, omnichannel marketing and major e-commerce platforms in regional markets. In addition, the course will introduce the concepts of e-commerce, cross-border e-commerce, and digital marketing practices through the case discussion on the practices of firms and product types to develop students’ digital marketing planning and execution capabilities in the cross-border e-commerce marketplaces.
課程大綱： Outline of Lectures	As it has become more important than ever for marketers to realize that they are competing in a global environment; therefore, today’s marketers need to develop the knowledge, sensitivity, and skills required to successfully operate in a dynamic global market. The purpose of this course is to enable students with an understanding of international marketing theory and practice, and to establish the analytical skills of international markets and skills in developing marketing strategies in international contexts. The lectures will include: international business overview, global marketing environment, global market analysis, global marketing strategies, and global marketing-related concepts and practices.
授課方式： Method of Instruction	講授 Lecture：50% 分組討論 Group discussion：20% 案例研討 Case study：20% 操做練習 Practical exercises：10% 講授 Lecture：N/A%

教科書： Textbooks	Gillespie, K., & Hennessey, H. D. (2022). Global Marketing (5th ed.). New York: Routledge.
參考書目： References	・Alon, I., Jaffe, E., Prange, C., & Vianelli, D. (2017). Global Marketing: Contemporary Theory, Practice, and Cases (2nd ed.). New York: Routledge. ・Cateora, P. R., Graham, J. L., Gilly, M. C., & Money, R. B. (2016). International Marketing (17th ed.). New York: Mc-Graw-Hill Education. ・Hollensen, S. (2020). Global marketing (8th ed.). Harlow: Pearson. ・Kotler, P.& Keller, K. L. (2016). Marketing Management. Boston: Pearson.
修課須知： Notice	N/A
評量方式： Grading	Assignment Grading % 1. Class Attendance (5%) and Participation (5%) 10% 2. In-class Exercises 20% 3. Article Presentation 10% 4. Term Project (Oral Presentation 15% + Written Report 20%) 35% 5. Final Exam 25%
備註說明： Notes	1. Authorization codes are limited and not available by email. Please attend the first week to register; priority will be given to those present after review. 2. Attendance and participation assessment begins Week 2