

Tamkang University Academic Year 101, 2nd Semester
Course Syllabus

Course Title	International Marketing Management		Instructor	Wen, Hsing-yin	
Department/Year/Class		Course Details			
Business Administration / 4 / P		<input type="checkbox"/> Required <input checked="" type="checkbox"/> Selective	One Semester	Credits	2
Aim of Education			Core Competences		
<ol style="list-style-type: none"> 1. Understand specialized knowledge 2. Train practical capabilities 3. Develop team work spirits 4. Deepen professional ethics 			<ol style="list-style-type: none"> 1. To understand basic knowledge of business administration 2. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data 3. To communicate, negotiate, and collaborate to accomplish business projects by team work 4. To integrate management and technology capabilities to solve business problems 5. To recognize professional ethics and social responsibilities 6. To utilize foreign language to enhance management skills 		
Course Introduction (50 to 100 words)	Extending the training of Marketing Management to the business practice of global marketing strategies, this course attempts to enhance the students' competitive advantage in their marketing career by case write-up and team discussion on marketing strategies of multi-national corporations (MNCs).				

The Relevance among Teaching Objectives, Objective Levels and Core Competences

I. Objective Levels (select applicable ones) :

(I) Cognitive Domain : C1 Remembering , C2 Understanding , C3 Applying , C4 Analyzing , C5 Evaluating , C6 Creating

(II) Psychomotor Domain : P1 Imitation , P2 Mechanism , P3 Independent Operation , P4 Linked Operation , P5 Automation , P6 Origination

(III) Affective Domain : A1 Receiving , A2 Responding , A3 Valuing , A4 Organizing , A5 Charaterizing , A6 Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Core Competences :

- (I) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (II) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (III) Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences
1 Applying competitive analysis into International Marketing Management	C6	B
2 Case discussion and write-up on MNC strategies	C6	AB
3 Team dynamics	A6	A
4 English presentation skills	P6	A

Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1 Applying competitive analysis into International Marketing Management	Teaching, discussion, analysis, simulation, practice, interview, problem-solving	Practice, report, class participation
2 Case discussion and write-up on MNC strategies	Teaching, discussion, analysis, practice, problem-solving	Practice, report, class participation
3 Team dynamics	Teaching, discussion, analysis, simulation, practice, problem-solving	Practice, report, class participation
4 English presentation skills	Teaching, discussion, analysis, practice, problem-solving	Practice, report, class participation

This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
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□global perspectives	Practicing English communication on MNC strategies.
□a vision for the future	Enhancing students' competitiveness in future career.
□information literacy	Discussing with team members through internet and TKU platform.
□ethical and moral principles	Responsible for team assignments.
□independent thinking	Presenting students' viewpoints based on analysis.
□an awareness of healthy living	N/A
□effective teamwork	Peer review as 10% of scores.
□an appreciation of the arts	Incorporating design elements of reports in grading.

Course Schedule

Week	Date	Subject/Topics	Note
1	2/21	Course Introduction and Requirement	
2	2/28	Holiday	
3	3/7	8-1. Strategy in the Global Environment	
4	3/14	8-2. Strategy in the Global Environment	Team List
5	3/21	8-3. Strategy in the Global Environment	Case A: Samsung
6	3/28	12-1 Compete in a Single Industry	
7	4/4	Holiday	
8	4/11	12-2 Compete in a Single Industry	
9	4/18	13-1 Compete Across Countries and Industries	
10	4/25	Midterm Exam Week	
11	5/2	12-3 Compete in a Single Industry	Case B: Nike
12	5/9	13-2 Compete Across Countries and Industries	
13	5/16	13-3 Compete Across Countries and Industries	Case C: Avon
14	5/23	Lecture: MNC Marketing Strategies and Business Practice	
15	5/30	Final Exam Week (Reports substitute the Exam.)	
16		N/A	
17		N/A	
18		Final Exam Week	

Requirement	A. Your course participation will be deducted for one point, if you ask for leave before the class by email or short message; and for two points without any notice. No point will be deducted if you present any official documents. B. If your peer-review is under 60, your grade of team portion (40%) will be discounted; if 0 (indicating no participation at all), your grade of team portion will be 0.
Teaching Facility	<input type="checkbox"/> Computer <input type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (TKU Platform)
Textbook(s)	Jones & Hill, <i>Theory of Strategic Management</i> , 10/e, 2013,
Suggested Readings	
Number of Assignment(s)	4 (Filled in only for those courses that apply)
Grading Policy	Individual 60%: Course-participation 10%; Peer-review 10%; Midterm 40% Team 40%: Case Write-up 30%; Presentation 10%.
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp . ※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.

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