

Tamkang University Academic Year 2012, Fall Semester  
Course Syllabus

Course Title	International Marketing		Instructor	Jesheng Huang	
Department/Year/Class		Course Details			
Department Of International Business/3/Class B		<input checked="" type="checkbox"/> Required <input type="checkbox"/> Selective	<input type="checkbox"/> 0 ( One Semester ) <input type="checkbox"/> 1 ( 1st Semester ) <input checked="" type="checkbox"/> 2 ( 2nd Semester ) <input type="checkbox"/> 3 ( 3rd Semester )	Credits	3
Aim of Education			Core Competences		
<p>1.To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>2.By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>3.To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			<p>A. Breeding professionals with expertise in general International Trade and International Business</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>		
<b>Course Introduction (50 to 100 words)</b>	<p>International marketing is a senior undergraduate course that focuses on the international marketing decisions and deal with those environmental factors that directly impact these decisions. As opposed to the traditional view of one "marketing manager," the typical international marketing manager's job consists of three separate tasks: foreign entry, local marketing, and global management. This course shows how to meet these complex demands forces and how to formulate successful international marketing strategies.</p>				

## 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 To build up an in-depth understanding of the concepts, frameworks, and theories that form and execute the international marketing activities effectively.	C2 A4	ABDF
2 To develop analytical ability to study international marketing issues	C4 A5	ABCDF
3 To evaluate the strategy implementation effectiveness on international marketing	C5 A6	ABCDF

### Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1 To build up an in-depth understanding of the concepts, frameworks, and theories that form and execute the international marketing activities effectively.	Lecture, case report	Class Participation Class Quiz Case Presentation Mid-Term Exam
2 To develop analytical ability to study international marketing issues	Case study	Case Study and discussion Case Study Critique
3 To evaluate the strategy implementation effectiveness on international marketing	Case report and study	Oral presentation and Written paper for case study

This course has been designed to cultivate the following essential qualities in TKU students.			
Essential Qualities of TKU Students		Description	
<input checked="" type="checkbox"/> global perspectives		To develop an analytical ability to study international marketing issues	
<input type="checkbox"/> a vision for the future			
<input type="checkbox"/> information literacy			
<input type="checkbox"/> ethical and moral principles			
<input checked="" type="checkbox"/> independent thinking		To evaluate the effectiveness of forming and implementing international marketing strategies	
<input type="checkbox"/> an awareness of healthy living			
<input checked="" type="checkbox"/> effective teamwork		To conduct a case study by group-base	
<input type="checkbox"/> an appreciation of the arts			
Course Schedule			
Week	Date	Subject/Topics	Note
1		Course Orientation	
2		Ch1: The Global Marketing Job	
3		Ch2: Theoretical Foundations (1)	
4		Ch2: Theoretical Foundations (2)	
5		Ch3: Cultural Foundations	
6		Ch4: Country Attractiveness	
7		Ch7: Understanding Local Customers	
8		Ch11: Global Marketing Strategy (1)	
9		Ch11: Global Marketing Strategy (2)	
10		Midterm Exam Week	
11		Ch12: Global Products	
12		Ch13: Global Branding	
13		Ch14: Global Pricing	
14		Ch15: Global Distribution	
15		Ch16: Global Advertising	
16		Final report- Case study (1)	
17		Final report- Case study (2)	
18		Final Exam Week	
Requirement			

Teaching Facility	<input checked="" type="checkbox"/> Computer <input checked="" type="checkbox"/> Overhead Projector <input type="checkbox"/> Other ( _____ )
Textbook(s)	Global Marketing, 5 <sup>th</sup> edition By Johny K. Johansson
Suggested Readings	No
Number of Assignment(s)	(Filled in only for those courses that apply)
<b>Grading Policy</b>	Class Participation: 10% Class Quiz: 20% Small Case Presentation: 10% Mid-Term Exam: 30% Final Report: Case Study (25%) & Case Study Critique (5%)
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/index.asp">http://www.acad.tku.edu.tw/index.asp</a> . <b>※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>

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