

Tamkang University Academic Year _2012_, _Fall_ Semester
Course Syllabus

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|--|---|--|--|---------------|---|
| Course Title | Global Advertising Management | | Instructor | Jesheng Huang | |
| Department/Year/Class | | Course Details | | | |
| Department Of International Business/4/Class C | | <input type="checkbox"/> Required <input checked="" 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 | 2 |
| 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> | | |
| Course Introduction (50 to 100 words) | <p>Global advertising management is a senior undergraduate course that focuses on how to identify the global advertising issues, how to conduct an advertising campaign, when to make the right media exposures, and how to examine the advertising effectiveness? In fact, advertising is part inspiration and part hard work. It requires not only to know the principles of how the successful global advertising strategies are formulated, but also to participate in the real world practices of how they can work by themselves.</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 global advertising management effectively. | C2 A4 | ABDF |
| 2. To develop analytical ability to study global advertising issues | C4 A5 | ABCDF |
| 3. To evaluate the advertising strategies and implementations effectiveness | C5 A6 | ABCDF |
| 4. To conduct an advertising campaign | C6 P4 A6 | ACDEFH |

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 global advertising management effectively. | Lecture, homework, case report | Class Participation Case Presentation Mid-Term Exam |
| 2. To develop analytical ability to study global advertising issues | Case study | Case Study and discussion Case Study Critique |

| 3. To evaluate the advertising strategies and implementations effectiveness | Case report and study | Oral presentation and Written paper for case study | |
|---|---|---|------|
| 4.To conduct an advertising campaign | Conduct an advertising campaign (project-based) | Project review | |
| This course has been designed to cultivate the following essential qualities in TKU students. | | | |
| Essential Qualities of TKU Students | | Description | |
| ■global perspectives | | To develop analytical ability to study global advertising issues | |
| □a vision for the future | | | |
| □information literacy | | | |
| □ethical and moral principles | | | |
| ■independent thinking | | To evaluate the effectiveness of forming and implementing global advertising strategies | |
| □an awareness of healthy living | | | |
| ■effective teamwork | | To conduct an advertising campaign by group-base | |
| □an appreciation of the arts | | | |
| Course Schedule | | | |
| Week | Date | Subject/Topics | Note |
| 1 | | Course Orientation | |
| 2 | | Ch1: introduction to advertising | |
| 3 | | Ch4: how advertising works | |
| 4 | | Ch5: the consumer audience | |
| 5 | | Ch6: strategic research | |
| 6 | | Ch7: strategic planning | |
| 7 | | Ch12: the creative side and message | |
| 8 | | Ch13: copywriting | |
| 9 | | Ch14: design and production | |
| 10 | | Midterm Exam Week | |
| 11 | | Ch8: print and out-of-home media | |
| 12 | | Ch9: broadcast media | |
| 13 | | Ch11: media planning and buying | |
| 14 | | Final-report presentation | |
| 15 | | Final Exam Week | |
| 16 | | | |
| 17 | | | |
| 18 | | | |

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|-------------------------|---|
| Requirement | |
| Teaching Facility | <input checked="" type="checkbox"/> Computer <input checked="" type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (_____) |
| Textbook(s) | Advertising—principles and practice , 8 th edition By Wells, Moriarty, and Burnett |
| Suggested Readings | No |
| Number of Assignment(s) | (Filled in only for those courses that apply) |
| Grading Policy | <p>Class Participation (I): 10%</p> <p>Homework (to be assigned in class) (G): 30%</p> <p>Mid-term Exam (I): 20 %</p> <p>Term Project (G): 40%</p> <p><i>*Note: I= Individual-based score, G= Group-based score</i></p> |
| Note | <p>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.</p> <p>※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p> |

Form No. : ATRX-Q03-001-FM201-05