

Tamkang University Academic Year 2012, 2nd Semester
Course Syllabus

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|--|--|--|---|---------|---|
| Course Title | Price and Promotion Strategy | Instructor | Prof. Tseng, Chung Hui | | |
| Department/Year/Class | | Course Details | | | |
| Master's Program of Business Administration in International Commerce | | <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 | 3 |
| Aim of Education | | Core Competences | | | |
| <p>Departmental Educational Objectives:</p> <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>Departmental Core Capabilities</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) | The course includes two topics—price and promotion strategies. Through this course, students can learn different kinds of approaches to set up price and to design promotion campaigns. Students are also required to study several practical cases to help them improve their practical experiences and skills. | | | | |

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. Learn the price theory | C2 | ABCD |
| 2. Learn the promotion theory | C2 | ABCD |
| 3. Learn how to set up price | C4 | ABCD |
| 4. Learn how to design promotion campaign | C4 | ABCD |
| 5. Improve practical knowledge from case study | C4 | ABCD |
| 6. Improve abilities to plan a good price strategy | C4 | ABCD |
| 7. Improve abilities to plan a good promotion strategy | C4 | ABCD |

Teaching Objectives, Teaching Methods and Assessment

| Teaching Objectives | Teaching Methods | Assessment |
|--|--------------------|--------------|
| 1. Learn the price theory | Lecture | Midterm exam |
| 2. Learn the promotion theory | Lecture | Midterm exam |
| 3. Learn how to set up price | Lecture | Midterm exam |
| 4. Learn how to design promotion campaign | Lecture | Midterm exam |
| 5. Improve practical knowledge from case study | Discussion | Final exam |
| 6. Improve abilities to plan a good price strategy | Group Presentation | Final exam |

| 7 Improve abilities to plan a good promotion strategy | Group Presentation | Final exam | | | | | | | | | | | |
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| This course has been designed to cultivate the following essential qualities in TKU students. | | | | | | | | | | | | | |
| <table border="1"> <tr> <th data-bbox="145 327 754 367">Essential Qualities of TKU Students</th> <th data-bbox="754 327 1444 367">Description</th> </tr> <tr> <td data-bbox="145 367 754 421"><input type="checkbox"/>global perspectives</td> <td data-bbox="754 367 1444 770" rowspan="8" style="text-align: center; vertical-align: middle;">翻譯建構中</td> </tr> <tr> <td data-bbox="145 421 754 474"><input checked="" type="checkbox"/>a vision for the future</td> </tr> <tr> <td data-bbox="145 474 754 528"><input type="checkbox"/>information literacy</td> </tr> <tr> <td data-bbox="145 528 754 582"><input type="checkbox"/>ethical and moral principles</td> </tr> <tr> <td data-bbox="145 582 754 636"><input checked="" type="checkbox"/>independent thinking</td> </tr> <tr> <td data-bbox="145 636 754 689"><input type="checkbox"/>an awareness of healthy living</td> </tr> <tr> <td data-bbox="145 689 754 743"><input checked="" type="checkbox"/>effective teamwork</td> </tr> <tr> <td data-bbox="145 743 754 770"><input type="checkbox"/>an appreciation of the arts</td> </tr> </table> | Essential Qualities of TKU Students | Description | <input type="checkbox"/> global perspectives | 翻譯建構中 | <input checked="" 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 | <input type="checkbox"/> an awareness of healthy living | <input checked="" type="checkbox"/> effective teamwork | <input type="checkbox"/> an appreciation of the arts | | |
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| Course Schedule | | | | | | | | | | | | | |
| Week | Date | Subject/Topics | Note | | | | | | | | | | |
| 1 | 02/18~02/24 | Course Introduction | | | | | | | | | | | |
| 2 | 02/25~03/03 | Price Strategy I: Introduction and Theories | | | | | | | | | | | |
| 3 | 03/04~03/10 | Price Strategy II: Processes to Set up Price | | | | | | | | | | | |
| 4 | 03/11~03/17 | Price Strategy III: Approaches to Set up Price | | | | | | | | | | | |
| 5 | 03/18~03/24 | Promotion Strategy I: Introduction and Theories | | | | | | | | | | | |
| 6 | 03/25~03/31 | Promotion Strategy II: Monetary Promotion Tools | | | | | | | | | | | |
| 7 | 04/01~04/07 | Promotion Strategy III: Non-Monetary Promotion Tools | | | | | | | | | | | |
| 8 | 04/08~04/14 | Spring Vocation | | | | | | | | | | | |
| 9 | 04/15~04/21 | Review Price and Promotion Strategy | | | | | | | | | | | |
| 10 | 04/22~04/28 | Midterm Exam Week | | | | | | | | | | | |
| 11 | 04/29~05/05 | Case Study 1 | | | | | | | | | | | |
| 12 | 05/06~05/12 | Case Study 2 | | | | | | | | | | | |
| 13 | 05/13~05/19 | Case Study 3 | | | | | | | | | | | |
| 14 | 05/20~05/26 | Case Study 4 | | | | | | | | | | | |
| 15 | 05/27~06/02 | Case Study 5 | | | | | | | | | | | |
| 16 | 06/03~06/09 | Group Presentation | | | | | | | | | | | |
| 17 | 06/10~06/16 | Group Presentation | | | | | | | | | | | |
| 18 | 06/17~06/23 | Final Exam Week | | | | | | | | | | | |
| Requirement | | | | | | | | | | | | | |
| Teaching Facility | <input checked="" type="checkbox"/> Computer <input checked="" type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (_____) | | | | | | | | | | | | |
| Textbook(s) | Handouts | | | | | | | | | | | | |

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| Suggested Readings | |
| Number of Assignment(s) | (Filled in only for those courses that apply) |
| Grading Policy | Midterm exam 20%; Final exam 20%, Group Presentation 40%; Case Study Participation 20% |
| 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. |

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