

## Tamkang University Academic Year 102, 1st Semester Course Syllabus

|  |   |            |   |
|--|---|------------|---|
| Course Title   | MARKETING   | Instructor | TSENG, CHUNG-HUI  |
| Course Class   | TLFXB2A<br>DEPARTMENT OF INTERNATIONAL BUSINESS,<br>2A  | Details    | <ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul> |
| D e p a r t m e n t a l   t e a c h i n g   o b j e c t i v e s  |   |            |   |
| <p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. 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>III. 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> |   |            |   |
| D e p a r t m e n t a l   c o r e   c o m p e t e n c e s  |   |            |   |
| <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  | <p>The course will introduce marketing mix, including product, price, place, and promotion. Through reading the textbook and seeing several videos, students will learn how to do marketing management.</p> |            |   |
|  |   |            |   |

### The Relevance among Teaching Objectives, Objective Levels and Departmental 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-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. 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 Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

| No. | Teaching Objectives  | Relevance        |                               |
|-----|--|------------------|-------------------------------|
|     |  | Objective Levels | Departmental core competences |
| 1   | Learn the definition of marketing and the content of marketing strategy    | C3               | ABCD                          |
| 2   | Learn how to conduct a marketing research                                  | C3               | ABCD                          |
| 3   | Understand the differences between business and consumer purchase behavior | C4               | ABCD                          |
| 4   | Learn STP process in marketing   | C4               | ABCD                          |
| 5   | Learn product strategy in marketing mix                                    | C4               | ABCD                          |
| 6   | Learn price strategy in marketing mix                                      | C4               | ABCD                          |
| 7   | Learn channel strategy in marketing mix                                    | C4               | ABCD                          |
| 8   | Learn promotion strategy in marketing mix                                  | C4               | ABCD                          |

### Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives   | Teaching Methods    | Assessment                          |
|-----|---|---------------------|-------------------------------------|
| 1   | Learn the definition of marketing and the content of marketing strategy | Lecture, Discussion | Written test, Report, Participation |
| 2   | Learn how to conduct a marketing research                               | Lecture, Discussion | Written test, Report, Participation |
|     |   |                     |                                     |

|   |  |                     |                                     |
|---|--|---------------------|-------------------------------------|
| 3 | Understand the differences between business and consumer purchase behavior | Lecture, Discussion | Written test, Report, Participation |
| 4 | Learn STP process in marketing   | Lecture, Discussion | Written test, Report, Participation |
| 5 | Learn product strategy in marketing mix                                    | Lecture, Discussion | Written test, Report, Participation |
| 6 | Learn price strategy in marketing mix                                      | Lecture, Discussion | Written test, Report, Participation |
| 7 | Learn channel strategy in marketing mix                                    | Lecture, Discussion | Written test, Report, Participation |
| 8 | Learn promotion strategy in marketing mix                                  | Lecture, Discussion | Written test, Report, Participation |

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

| Essential Qualities of TKU Students         | Description   |
|---|---|
| ◆ A global perspective                      | Helping students develop a broader perspective from which to understand international affairs and global development.                                   |
| ◆ Information literacy                      | Becoming adept at using information technology and learning the proper way to process information.  |
| ◆ A vision for the future                   | Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.          |
| ◆ Moral integrity                           | Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems. |
| ◆ Independent thinking                      | Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.                                |
| ◆ A cheerful attitude and healthy lifestyle | Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.                      |
| ◆ A spirit of teamwork and dedication       | Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.                         |
| ◆ A sense of aesthetic appreciation         | Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.         |

#### Course Schedule

| Week | Date                     | Subject/Topics   | Note |
|------|--------------------------|--|------|
| 1    | 102/09/16 ~<br>102/09/22 | Course Introduction / Ch1 Marketing' s Value to Consumers, Firms, and Society / Video Tape (vol.1) |      |
| 2    | 102/09/23 ~<br>102/09/29 | Ch4 Focusing Marketing Strategy with Segmentation and Positioning / viedo tape                     |      |
| 3    | 102/09/30 ~<br>102/10/06 | Ch9 Elements of Product Planning for Goods and Services / viedo tape                               |      |

|                   |                                      |  |  |
|-------------------|--------------------------------------|--|--|
| 4                 | 102/10/07 ~<br>102/10/13             | Ch10 Product Management and New-Product Development / viedo tape                           |  |
| 5                 | 102/10/14 ~<br>102/10/20             | Ch11 Place and Development of Channel Systems / viedo tape                                 |  |
| 6                 | 102/10/21 ~<br>102/10/27             | Ch12 Distribution Customer Service and Logistics / viedo tape                              |  |
| 7                 | 102/10/28 ~<br>102/11/03             | Ch13 Retailers, Wholesalers, and Their Strategy Planning / viedo tape                      |  |
| 8                 | 102/11/04 ~<br>102/11/10             | Ch14 Promotion to Integrated Marketing Communications / viedo tape                         |  |
| 9                 | 102/11/11 ~<br>102/11/17             | Ch15 Personal Selling and Customer Service / Video Tape                                    |  |
| 10                | 102/11/18 ~<br>102/11/24             | Midterm Exam Week  |  |
| 11                | 102/11/25 ~<br>102/12/01             | Ch16 Advertising and Sales Promotion/ Video Tape   |  |
| 12                | 102/12/02 ~<br>102/12/08             | Ch17 Pricing Objectives and Policies Ch18 Price Setting in the Business World / Video Tape |  |
| 13                | 102/12/09 ~<br>102/12/15             | Project Presentation:Team 1 & Team 2 + Video tape  |  |
| 14                | 102/12/16 ~<br>102/12/22             | Project Presentation:Team 3 & Team 4+ Video tape   |  |
| 15                | 102/12/23 ~<br>102/12/29             | Project Presentation:Team 5 & Team 6 +Video tape   |  |
| 16                | 102/12/30 ~<br>103/01/05             | Project Presentation:Team 7 & Team 8 +Video tape   |  |
| 17                | 103/01/06 ~<br>103/01/12             | Project Presentation:Team 9 & Team 10 +Video tape  |  |
| 18                | 103/01/13 ~<br>103/01/19             | Final Exam Week  |  |
| Requirement       |                                      |  |  |
| Teaching Facility | Computer, Projector                  |  |  |
| Textbook(s)       | Will be Announced in the first class |  |  |
| Reference(s)      |                                      |  |  |
|                   |                                      |  |  |

|                         |  |
|-------------------------|--|
| Number of Assignment(s) | (Filled in by assignment instructor only)  |
| Grading Policy          | <p>◆ Attendance : 10.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other (project presentation) : 30.0 %</p>  |
| Note                    | <p>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/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p> |