

Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	MARKETING AND ADVERTISING ENGLISH(III)	Instructor	YU PIN CHEN
Course Class	TQAXB2A DEPARTMENT OF ENGLISH LANGUAGE AND CULTURE (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To Develop Students' Abilities of English Language and Communication.			
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			
<ul style="list-style-type: none"> A. To Have the Ability of Communicating in English. B. To Have the Ability of Applying Practical English. C. To Have the Ability of Solving Questions. D. To Have the Ability of Analyzing Data. E. To Have the Ability of Understanding Culture. F. To Have the Ability of Teamwork. 			
Course Introduction	<p>This course aims to familiarize students with practical English that are generally used in marketing and advertisement. In the course, students will gain some English knowledge about marketing and advertisement and at the same time have a fundamental idea of issues in marketing and advertisement. If the course goes well, students will also get to analyze marketing and advertisement language.</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-Charaterizing, | 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	1. gain fundamental knowledge of marketing and advertisement concepts, 2. familiarize themselves with marketing and advertisement English, 3. Demonstrate their understanding of marketing and advertisement English, 4. produce an advertisement, 5. gain experience in teamwork and presentation.	C3	BF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1. gain fundamental knowledge of marketing and advertisement concepts, 2. familiarize themselves with marketing and advertisement English, 3. Demonstrate their understanding of marketing and advertisement English, 4. produce an advertisement, 5. gain experience in teamwork and presentation.	Lecture, Discussion, Appreciation, Practicum, Problem solving	Written test, Participation, TBA

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	104/02/24 ~ 104/03/01	Course Introduction	The syllabus is tentative and subject to change as the course proceedss
2	104/03/02 ~ 104/03/08	The role of marketing	
3	104/03/09 ~ 104/03/15	The role of marketing	
4	104/03/16 ~ 104/03/22	Marketing plan 1	Quiz 1
5	104/03/23 ~ 104/03/29	Marketing plan 1	
6	104/03/30 ~ 104/04/05	School off	
7	104/04/06 ~ 104/04/12	Marketing plan 2	
8	104/04/13 ~ 104/04/19	International customer communications	Quiz 2
9	104/04/20 ~ 104/04/26	International customer communications	
10	104/04/27 ~ 104/05/03	Midterm Exam Week	
11	104/05/04 ~ 104/05/10	Market research	after midterm check
12	104/05/11 ~ 104/05/17	NPD and branding	Quiz 3

13	104/05/18 ~ 104/05/24	Product launch and promotion	
14	104/05/25 ~ 104/05/31	Production launch and promotion	
15	104/06/01 ~ 104/06/07	Digital marketing	Quiz 4
16	104/06/08 ~ 104/06/14	Digital marketing	
17	104/06/15 ~ 104/06/21	Final Presentation	
18	104/06/22 ~ 104/06/28	Final Exam Week	
Requirement	<p>The class is a community. To enjoy the course, you are required to:</p> <ol style="list-style-type: none"> 1. preview and finish assignments before coming in for class, 2. be committed: account for any absences, leaves, or lateness, 3. be active in finding group members, raising questions, giving comments, taking the lead, etc., 4. be willing to take on challenges and "intelligent" risks, 5. work hard so as to get a good grade, 6. treat everyone in the class with respect, 7. understand that your opinion/comment may not agree with others'. 8. acknowledge that you learn only because you want to learn, 9. promise that you won't cheat, copy, or steal anyone' work, 10. discipline yourself in class, 11. use office hours well, 12. be honest to yourself, 13. remember that nothing should be taken for granted for a college student, 14. talk TO the instructor, not BEHIND the instructor. 		
Teaching Facility	Computer, Projector		
Textbook(s)	Robinson, N. (2010). Cambridge English for Marketing. Cambridge University Press. (tentative)		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other < TBA > : 10.0 %</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/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		