

Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	MARKETING	Instructor	TSENG, CHUNG-HUI
Course Class	TLFXB2A DEPARTMENT OF INTERNATIONAL BUSINESS, 2A	Details	<ul style="list-style-type: none"> ◆ Required ◆ 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			
<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	C3	ABCD
4	Learn STP process in marketing	C3	ABCD
5	Learn product strategy in marketing mix	C3	ABCD
6	Learn price strategy in marketing mix	C3	ABCD
7	Learn channel strategy in marketing mix	C3	ABCD
8	Learn promotion strategy in marketing mix	C3	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	104/09/14 ~ 104/09/20	Course Introduction + Chap 1 Marketing: Creating and Capturing Customer Value	
2	104/09/21 ~ 104/09/27	Chap 1 Marketing: Creating and Capturing Customer Value + Decide Your Group Members	
3	104/09/28 ~ 104/10/04	Chap 2 Company and Marketing Strategy	

4	104/10/05 ~ 104/10/11	Chap 7 Product, Services, and Brands: Building Customer Value	
5	104/10/12 ~ 104/10/18	Chap 8 Developing New Products and Managing the Product Life Cycle	
6	104/10/19 ~ 104/10/25	Chap 9 Pricing: Understanding and Capturing Customer Value	
7	104/10/26 ~ 104/11/01	Chapter 10 Marketing Channels: Delivering Customer Value	
8	104/11/02 ~ 104/11/08	Ch12 Communication Customer Value: Advertising and Public Relations	
9	104/11/09 ~ 104/11/15	Review	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	Chap 13 Personal Selling and Sales Promotions	
12	104/11/30 ~ 104/12/06	Chap 13 Personal Selling and Sales Promotions	
13	104/12/07 ~ 104/12/13	Chap 5 Understanding Consumer and Business Buyer Behavior	
14	104/12/14 ~ 104/12/20	Project Presentation	
15	104/12/21 ~ 104/12/27	Project Presentation	
16	104/12/28 ~ 105/01/03	Project Presentation	
17	105/01/04 ~ 105/01/10	Review	
18	105/01/11 ~ 105/01/17	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 : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other (project presentation) : 40.0 %</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>