

## Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	LII, PEI-CHI
Course Class	TLGXM1A MASTER'S PROGRAM, DEPARTMENT MANAGEMENT SCIENCES, 1A	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   A i m   o f   E d u c a t i o n			
<ul style="list-style-type: none"> <li>I . Become proficient at Management Sciences skills.</li> <li>II. Learn about self-development and personal growth.</li> <li>III. Make connections between theory and practice.</li> <li>IV. Enhance team cooperation and communication.</li> <li>V . Cultivate analytical and decision making skills.</li> <li>VI. Value the sustainable operation of organizations.</li> </ul>			
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"> <li>A. Decision-making analysis ability.</li> <li>B. Statistical analysis ability.</li> <li>C. Finance and economics analysis ability.</li> <li>D. Organizational business management ability.</li> <li>E. Teamwork ability.</li> <li>F. Self-management ability.</li> <li>G. Ethics application ability.</li> </ul>			
Course Introduction	<p>An understanding of how value is created through the integrated production and distribution of goods, services, and information, and an ability to analyze (compare and contrast, show causality, examine assumptions of) factors both internal and external of an organization. Students would be able to comprehend the concept of customer-oriented marketing strategies; the significance of buyers and markets; the selection of target markets; the art and science of product, place, price and promotional decision. Overall, students are expected to be able to write up a Strategic Marketing Plan.</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. Help students understand the marketing function of an organization; 2. Help students comprehend managers' strategic roles in an organization; 3. Familiarize students with environmental factors related to marketing within and outside an organization.	A5	ADEFG

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	1. Help students understand the marketing function of an organization; 2. Help students comprehend managers' strategic roles in an organization; 3. Familiarize students with environmental factors related to marketing within and outside an organization.	Lecture, Discussion, Simulation, Problem solving	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	
2	104/09/21 ~ 104/09/27	The Arts and Science of Satisfying Customers (Chapter 1)	
3	104/09/28 ~ 104/10/04	Strategic Planning in Marketing (Chapter 2)	
4	104/10/05 ~ 104/10/11	Holiday: National Birthday	
5	104/10/12 ~ 104/10/18	The Marketing Environment (Chapter 3)	
6	104/10/19 ~ 104/10/25	Social Media/E-Business (Chapter 4 & 5)	
7	104/10/26 ~ 104/11/01	Consumer Behavior (Chapter 6)	
8	104/11/02 ~ 104/11/08	B2B/Global Marketing (Chapters 7 & 8)	
9	104/11/09 ~ 104/11/15	Selecting Markets (Chapter 9)	
10	104/11/16 ~ 104/11/22	Mid-term: take home exam	
11	104/11/23 ~ 104/11/29	(Move to 11/28) Marketing Research/CRM (Chapters 10 & 11)	
12	104/11/30 ~ 104/12/06	Product Decisions (Chapters 12 & 13)	

13	104/12/07 ~ 104/12/13	Distribution Decisions (Chapters 14 & 15)	
14	104/12/14 ~ 104/12/20	(Move to 12/19) Promotional Decisions (Chapters 16 & 17)	
15	104/12/21 ~ 104/12/27	Pricing Decisions (Chapters 18 & 19)	
16	104/12/28 ~ 105/01/03	Holiday: New Year's Day	
17	105/01/04 ~ 105/01/10	Developing a Marketing Plan/Financial Analysis in Marketing (Appendices A & B)	
18	105/01/11 ~ 105/01/17	Final: take home exam	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Contemporary Marketing by Boone & Kurtz, 2012 Contemporary Marketing by Boone & Kurtz, 2012 (Chinese edition translated by 張文賢)		
Reference(s)	Any textbook titled "Marketing Management"		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 40.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 10.0 % ◆ Final Exam : 10.0 % ◆ Other (Participation) : 40.0 %		
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		