

Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	LII, PEI-CHI
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	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 . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</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 . Provide the basic knowledge of both theory and practices.</p> <p>B . Enhance the practical training for the current trends.</p> <p>C . Cultivate the ethics in business and management.</p> <p>D . Obtain the ability of analyzing industrial and business problems.</p>			
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-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	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	AC

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	105/09/12~ 105/09/18	No class; meeting time readjusted and to be decided	
2	105/09/19~ 105/09/25	Marketing in Today's Business Milieu (Chapter 1)	
3	105/09/26~ 105/10/02	Elements of Marketing Strategy, Planning, and Competition (Chapter 2)	
4	105/10/03~ 105/10/09	Manage Marketing Information (Chapter 3)	
5	105/10/10~ 105/10/16	Understand Business-to-Consumer Markets (Chapter 4)	
6	105/10/17~ 105/10/23	Understand Business-to-Business Markets (Chapter 5) *Meeting time move to 10/17, 9am - 12am	
7	105/10/24~ 105/10/30	Participation of international conference	
8	105/10/31~ 105/11/06	Segmentation, Target Marketing, Positioning, and CRM (Chapter 6)	
9	105/11/07~ 105/11/13	Product Strategy and New-Product Development (Chapter 7)	
10	105/11/14~ 105/11/20	Build the Brand (Chapter 8)	
11	105/11/21~ 105/11/27	Service as the Core Offering (Chapter 9)	

12	105/11/28 ~ 105/12/04	Manage Pricing Decisions (Chapter 10)	
13	105/12/05 ~ 105/12/11	Manage Marketing Channels and Points of Customer Interface (Chapter 11)	
14	105/12/12 ~ 105/12/18	Promotional Strategy and New Media (Chapter 12)	
15	105/12/19 ~ 105/12/25	Advertising, Sales Promotion, Public Relations, Personal Selling and Direct Marketing (Chapter 13 & 14)	
16	105/12/26 ~ 106/01/01	Bring It all Together -- Global and Performance Dimensions (Chapter 15)	
17	106/01/02 ~ 106/01/08	The Marketing Dashboard: Metrics for Measuring Marketing Performance (Chapter 16)	
18	106/01/09 ~ 106/01/15	Final: take home exam	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Marshall / Johnston, Marketing Management, 2nd ed., 2015 Contemporary Marketing by Boone & Kurtz, 2012 (or Chinese edition translated by 張文賢)		
Reference(s)	Articles from Harvard Business Review or other related business magazines		
Number of Assignment(s)	16 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ Midterm Exam : % ◆ Final Exam : 20.0 % ◆ Other (Participation) : 40.0 %		
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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		