

Tamkang University Academic Year 105, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	LII, PEI-CHI
Course Class	TLWXB2A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Learning and instanding international financial theory. II. Learn to plan the future. III. Enhance the ability of practical analysis. IV. Increase the team research ability. V. Master the international financial pulsation. VI. Cultivate morality and global civilization. 			
Departmental core competences			
<ul style="list-style-type: none"> A. The student to have a basic knowledge of international financial management theory and practice. B. To have a good grounding of relevant financial laws. C. To understand the basic moral principles within the international financial industry. D. To have a global perspective of the subject and a basic command of foreign language abilities. E. To obtain international professional qualifications that will aid their future career. F. To obtain a basic ability to examine domestic and global financial situations. 			
Course Introduction	<p>This course is about marketing and marketing strategy planning. Participants will learn about 4Ps with a managerial perspective in mind. A major thrust of this course is to focus on the growth in smartphone ownership and overall use of the Internet which exert impact on all areas of marketing. "Big data" and its implication to marketing will also be presented.</p>		

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

I. Objective Levels (select applicable ones) :

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|-------------------------|-------------------------------------|---------------------------|
| (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. To familiarize students with basic marketing concepts, 2. To help students identify future challenges of marketing activities, 3. To assist students in developing a marketing plan.	C2	CD
2	1. To familiarize students with basic marketing concepts, 2. To help students identify future challenges in marketing, 3. To assist students to develop a marketing plan	C2	CD
3	1. To familiarize students with basic marketing concepts, 2. To help students identify future challenges in marketing, 3. To assist students developing a marketing plan.	C2	ACD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1. To familiarize students with basic marketing concepts, 2. To help students identify future challenges of marketing activities, 3. To assist students in developing a marketing plan.	Lecture, Discussion, Problem solving	Written test, Report, Participation

2	1. To familiarize students with basic marketing concepts, 2. To help students identify future challenges in marketing, 3. To assist students to develop a marketing plan	Lecture, Discussion, Problem solving	Written test, Report, Participation
3	1. To familiarize students with basic marketing concepts, 2. To help students identify future challenges in marketing, 3. To assist students developing a marketing plan.	Lecture, Discussion, Problem solving	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	106/02/13 ~ 106/02/19	Course introduction	
2	106/02/20 ~ 106/02/26	Marketing's value to consumers, firms, and society (Chapter 1)	
3	106/02/27 ~ 106/03/05	Marketing strategy planning (Chapter 2 & 3)	
4	106/03/06 ~ 106/03/12	Focusing marketing strategy with segmentation and positioning (Chapter 4)	

5	106/03/13 ~ 106/03/19	Final consumers and their buying behavior (Chapter 5)	
6	106/03/20 ~ 106/03/26	Elements of product planning for goods and services (Chapter 8)	
7	106/03/27 ~ 106/04/02	Product management and new-product development (Chapter 9)	
8	106/04/03 ~ 106/04/09	Educational observance week	
9	106/04/10 ~ 106/04/16	Place and development of channel systems (Chapter 10)	
10	106/04/17 ~ 106/04/23	Midterm Exam Week	
11	106/04/24 ~ 106/04/30	Retailers, wholesalers, and their strategy planning (Chapter 12)	
12	106/05/01 ~ 106/05/07	Promotion--introduction to integrated marketing communication (Chapter 13)	
13	106/05/08 ~ 106/05/14	Personal selling and customer service (Chapter 14)	
14	106/05/15 ~ 106/05/21	Advertising, publicity, and sales promotion (Chapter 15)	
15	106/05/22 ~ 106/05/28	Pricing objectives and policies (Chapter 16)	
16	106/05/29 ~ 106/06/04	Implementing and controlling marketing plans (Chapter 18 & 19)	
17	106/06/05 ~ 106/06/11	Ethical marketing in a consumer-oriented world (Chapter 20)	
18	106/06/12 ~ 106/06/18	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Perreault/Cannon/McCarthy, Basic Marketing, 19/e, McGraw Hill		
Reference(s)	Selected articles from relevant business magazines		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 35.0 % ◆ Final Exam : 35.0 % ◆ Other () : %		

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>
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