

Tamkang University Academic Year 106, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	TSENG, CHUNG-HUI
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 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 STP process in marketing	C3	ABCD
3	Learn 4P (product/price/place/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 STP process in marketing	Lecture, Discussion	Written test, Report, Participation
3	Learn 4P (product/price/place/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	107/02/26~ 107/03/04	Course Introduction + Video Tape (#1: Car Wash)	
2	107/03/05~ 107/03/11	Ch1 Defining Marketing for the 21st Century + Hand-in Your Group Member List + Video Tape (# 2: Swimming Suits)	
3	107/03/12~ 107/03/18	Ch7 Identifying Market Segments and Targets + Confirm Your Group Number + Video Tape (# 3: City Tour)	
4	107/03/19~ 107/03/25	Ch10 Setting Product Strategy and Marketing Through the Life Cycle + Video Tape (# 4: New Hamburger)	
5	107/03/26~ 107/04/01	Ch12 Developing Pricing Strategies and Programs + Video Tape (# 5: Sell Honey)	
6	107/04/02~ 107/04/08	Spring vacation	
7	107/04/09~ 107/04/15	Ch13 Designing and Managing Integrated Marketing Channels + Video Tape (# 6: Web registration)	
8	107/04/16~ 107/04/22	Ch15 Designing and Managing Marketing + Video Tape (# 7: Promotion Campaign for a Car)	

9	107/04/23 ~ 107/04/29	Provide Testbank of Midterm Exam + Video Tape (# 8: Vitamin)	
10	107/04/30 ~ 107/05/06	Midterm Exam Week	
11	107/05/07 ~ 107/05/13	Ch16 Managing Mass Communications: Advertising, Sales Promotions, Events, and Experiences, and Public Relations + Video Tape (# 10: Ticket Package)	
12	107/05/14 ~ 107/05/20	Ch17 Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling + Video Tape (# 11: Wash Mouth Water)	
13	107/05/21 ~ 107/05/27	Ch5 Analyzing Consumer Markets + Group 1 presentation (topic: A marketing plan about car wash) + Group 2 presentation (topic: A marketing plan of swimming suits)	
14	107/05/28 ~ 107/06/03	Ch6 Analyzing Business Markets + Group 3 presentation (topic: A marketing plan about one-day city tour) + Group 4 presentation (topic: A marketing plan about a new hamburger)	
15	107/06/04 ~ 107/06/10	Ch8 Creating Brand Equity □ Group 5 presentation (topic: A marketing plan about honey product) + Group 6 presentation (Assigned topic: A marketing plan about promoting web-registration)	
16	107/06/11 ~ 107/06/17	Ch9 Crfting the Brand Positioning and Competing Effectively + Group 7 presentation (Assigned topic: A marketing plan about Promoting a new Motorcycle/Car) + Group 8 presentation (A marketing plan about Vitamin)	
17	107/06/18 ~ 107/06/24	Group 9 presentation (Assigned topic: A marketing plan about selling a ticket package) + Group 10 presentation (Assigned topic: A marketing plan about selling washing mouth water) + Provide Testbank of Final Exam	
18	107/06/25 ~ 107/07/01	Final Exam Week	
Requirement	Group presentation: Each group is assigned to do an oral presentation of a creative marketing strategic plan based on the assigned topic (the topic is related to our video). In the presentation (20 minutes), each group needs to offer: the 4P' s strategy in your marketing plan.		
Teaching Facility	Computer, Projector		
Textbook(s)	Kolter, P and Keller, K.L. (2012), A Framework for Marketing Management, 5th edition, Pearson Education Limited (華泰書局代理)		

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 (Group 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>