

## Tamkang University Academic Year 107, 1st Semester Course Syllabus

|  |   |            |   |
|--|---|------------|---|
| Course Title   | SEMINAR IN MARKETING MANAGEMENT   | Instructor | LII, PEI-CHI  |
| Course Class   | TLQXM1A<br>MASTER'S PROGRAM IN BUSINESS AND<br>MANAGEMENT (ENGLISH-TAUGHT PROGRAM),<br>1A   | Details    | <ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul> |
| <b>Departmental Aim of Education</b>   |   |            |   |
| <ul style="list-style-type: none"> <li>I. Develop a business and management perspective for students.</li> <li>II. Train the professionals in the integrated fields of business and management.</li> <li>III. Cultivate the talents with both theory and practices in business and management.</li> </ul>                    |   |            |   |
| <b>Departmental core competences</b>   |   |            |   |
| <ul style="list-style-type: none"> <li>A. Provide the basic knowledge of both theory and practices.</li> <li>B. Enhance the practical training for the current trends.</li> <li>C. Cultivate the ethics in business and management.</li> <li>D. Obtain the ability of analyzing industrial and business problems.</li> </ul> |   |            |   |
| <b>Course Introduction</b>   | <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;<br>2. Help students comprehend managers' strategic roles in an organization;<br>3. Familiarize students with environmental factors related to marketing within and outside an organization. | A5               | ACD                           |

**Teaching Objectives, Teaching Methods and Assessment**

| No. | Teaching Objectives  | Teaching Methods                     | Assessment                |
|-----|--|--------------------------------------|---------------------------|
| 1   | 1. Help students understand the marketing function of an organization;<br>2. Help students comprehend managers' strategic roles in an organization;<br>3. Familiarize students with environmental factors related to marketing within and outside an organization. | Lecture, Discussion, Problem solving | Participation, Attendance |
|     |  |                                      |                           |

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    | 107/09/10 ~<br>107/09/16 | Course introduction and ice breaking |      |
| 2    | 107/09/17 ~<br>107/09/23 | Article discussion and analysis      |      |
| 3    | 107/09/24 ~<br>107/09/30 | Article discussion and analysis      |      |
| 4    | 107/10/01 ~<br>107/10/07 | Article discussion and analysis      |      |
| 5    | 107/10/08 ~<br>107/10/14 | Article discussion and analysis      |      |
| 6    | 107/10/15 ~<br>107/10/21 | Article discussion and analysis      |      |
| 7    | 107/10/22 ~<br>107/10/28 | Article discussion and analysis      |      |
| 8    | 107/10/29 ~<br>107/11/04 | Article discussion and analysis      |      |
| 9    | 107/11/05 ~<br>107/11/11 | Article discussion and analysis      |      |
| 10   | 107/11/12 ~<br>107/11/18 | Mid-term                             |      |
| 11   | 107/11/19 ~<br>107/11/25 | Article discussion and analysis      |      |
| 12   | 107/11/26 ~<br>107/12/02 | Article discussion and analysis      |      |

|                         |  |                                 |  |
|-------------------------|--|---------------------------------|--|
| 13                      | 107/12/03 ~<br>107/12/09   | Article discussion and analysis |  |
| 14                      | 107/12/10 ~<br>107/12/16   | Article discussion and analysis | Class meeting date will be re-arranged |
| 15                      | 107/12/17 ~<br>107/12/23   | Article discussion and analysis |  |
| 16                      | 107/12/24 ~<br>107/12/30   | Article discussion and analysis |  |
| 17                      | 107/12/31 ~<br>108/01/06   | Article discussion and analysis |  |
| 18                      | 108/01/07 ~<br>108/01/13   | Final exam                      |  |
| Requirement             |  |                                 |  |
| Teaching Facility       | Computer, Projector  |                                 |  |
| Textbook(s)             | Articles assigned for each week  |                                 |  |
| Reference(s)            | Marshall / Johnston, Marketing Management  |                                 |  |
| Number of Assignment(s) | 16 (Filled in by assignment instructor only)   |                                 |  |
| Grading Policy          | ◆ Attendance : 40.0 %   ◆ Mark of Usual : 40.0 %   ◆ Midterm Exam : %<br>◆ Final Exam : %<br>◆ Other (Participation) : 20.0 %  |                                 |  |
| 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> .<br><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b> |                                 |  |