

Tamkang University Academic Year 107, 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			
<ul style="list-style-type: none"> I . Acquisition of professional knowledge. II . Learning effective self-planning. III . Theoretical application of practical matters. IV . Interpersonal communication and teamwork. V . Analysis of problems and recommendations. VI . Awareness of Ethics as a global citizen. 			
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"> A. Students can demonstrate that they have program basic knowledge of business and management. B. Students can demonstrate that they have capability in professional knowledge expression. C. Students can demonstrate that they have capability in using information technology. D. Students can demonstrate that they are critical thinkers. 			
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-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	Learn the definition of marketing and the content of marketing strategy	C3	AB
2	Learn STP process in marketing	C3	AB
3	Learn 4P (product/price/place/promotion) strategy in marketing mix	C3	AB

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	108/02/18 ~ 108/02/24	Course Introduction + Hand-in Your Group Member List + Video Tape (#1: Car Wash)	
2	108/02/25 ~ 108/03/03	Holiday	
3	108/03/04 ~ 108/03/10	Ch1 Defining Marketing for the 21st Century + Confirm Your Group Number + Video Tape (# 2: Swimming Suits)	
4	108/03/11 ~ 108/03/17	Ch7 Identifying Market Segments and Targets + Video Tape (# 3: City Tour)	
5	108/03/18 ~ 108/03/24	Ch10 Setting Product Strategy and Marketing Through the Life Cycle + Video Tape (# 4: New Hamburger)	
6	108/03/25 ~ 108/03/31	Ch12 Developing Pricing Strategies and Program + Video Tape (# 5: Sell Honey)	
7	108/04/01 ~ 108/04/07	Spring Vacation	
8	108/04/08 ~ 108/04/14	Ch13 Designing and Managing Integrated Marketing Channels + Video Tape (# 6: Web registration)	

9	108/04/15 ~ 108/04/21	Ch13 Designing and Managing Integrated Marketing Channels + Video Tape (# 7: Promotion Campaign for a Car) + Provide Testbank of Midterm Exam	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Ch15 Designing and Managing Integrating Marketing Communications + Video Tape (# 8: Vitamin)	
12	108/05/06 ~ 108/05/12	Ch15 Designing and Managing Integrating Marketing Communications + Video Tape (#9: Dial Soap) + Group 1 presentation (Assigned topic: A marketing plan about car wash_episode 1) + Group 2 presentation (Assigned topic: A marketing plan of swimming suits_episode 2)	
13	108/05/13 ~ 108/05/19	Ch16 Managing Mass Communications: Advertising, Sales Promotions, Events, and Experiences, and Public Relations + Video Tape (#10: Ticket Package) + Group 3 presentation (Assigned topic: A marketing plan about one-day city tour_episode 3) + Group 4 presentation (Assigned topic: A marketing plan about a new hamburger_episode 4)	
14	108/05/20 ~ 108/05/26	Ch17 Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling + Video Tape (# 11 Wash Mouth Water) + Group 5 presentation (Assigned topic: A marketing plan about honey product_episode 5) + Group 6 presentation (Assigned topic: A marketing plan about promoting web-registration_episode 6)	
15	108/05/27 ~ 108/06/02	Ch17 Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling + Video Tape (# 12 Promotion for an International Hotel) + Group 7 presentation (Assigned topic: A marketing plan about promoting a new Motorcycle/Car_episode 7) + Group 8 presentation (A marketing plan about Vitamin_episode 8)	
16	108/06/03 ~ 108/06/09	Ch5 Analyzing Consumer Markets + Video Tape (# 13 TV commercial for aromatics "Renuzit") + Group 9 presentation (Assigned topic: A marketing plan about selling a well-known brand of soap/body wash_episode 9) + Group 10 presentation (Assigned topic: A marketing plan about selling a ticket package_episode 10)	

17	108/06/10~ 108/06/16	Ch5 Analyzing Consumer Markets + Video Tape (# 14 Decision Time) + Group11 presentation (Assigned topic: A marketing plan about selling a well-known wash mouth water_episode 11) + Group 12 presentation (Assigned topic: A marketing plan about promoting a well-known hotel_episode 12) + Provide Testbank of Final Exam	
18	108/06/17~ 108/06/23	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>		