

Tamkang University Academic Year 107, 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
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>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) :

- (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	II. Learn to plan the future	C2	AB
2	III. Enhance the ability of practical analysis	C2	AB
3	IV. Increase the team research ability	C2	AB

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	II. Learn to plan the future	Lecture, Discussion, Problem solving	Written test, Report, Participation
2	III. Enhance the ability of practical analysis	Lecture, Discussion, Problem solving	Written test, Report, Participation
3	IV. Increase the team research ability	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	108/02/18 ~ 108/02/24	1. Course introduction; 2. What is marketing	Chapter 1
2	108/02/25 ~ 108/03/03	Presentation and discussion	
3	108/03/04 ~ 108/03/10	1. Presentation and discussion; 2. Marketing environment	Chapter 3
4	108/03/11 ~ 108/03/17	1. Presentation and discussion; 2. Segmentation and positioning	Chapter 4
5	108/03/18 ~ 108/03/24	1. Presentation and discussion; 2. Consumer behavior	Chapter 5
6	108/03/25 ~ 108/03/31	1 Presentation and discussion; 2. Marketing research	Chapter 7
7	108/04/01 ~ 108/04/07	No class; Spring break	
8	108/04/08 ~ 108/04/14	1. Presentation and discussion; 2. Desinging products and services	Chapter 8
9	108/04/15 ~ 108/04/21	1. Presentation and discussion; 2. New Product Development	Chapter 9
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	1. Presentation and discussion; 2. Channel decisions	Chapter 10

12	108/05/06 ~ 108/05/12	1. Presentation and discussion; 2. Retailing and wholesaling	Chapter 12
13	108/05/13 ~ 108/05/19	1. Presentation and discussion; 2. No class: Participating to the key-note speech session of the on-campus international conference at 5/18	Chapter 12
14	108/05/20 ~ 108/05/26	1. Presentation and discussion; 2. Promotion decisions	Chapter 13
15	108/05/27 ~ 108/06/02	1. Presentation and discussion; 2. Advertising and sales promotion	Chapter 15
16	108/06/03 ~ 108/06/09	1. Presentation and discussion; 2. Pricing decisions	Chapter 17
17	108/06/10 ~ 108/06/16	1. Presentation and discussion; 2. Ethical consideration	Chapter 19
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Perreault, Cannon & McCarthy, Esstnitals of marketing 16 ed. 華泰文化 2162-1217 ext. 113; 0935-286-372		
Reference(s)			
Number of Assignment(s)	14 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other 〈Presentation〉 : 20.0 %		
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.		