

## Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	GLOBAL ADVERTISING MANAGEMENT	Instructor	HSIAO, I-FAN
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:60.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:40.00)</p> <p>3. A vision for the future. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:40.00)</p>			
<b>Course Introduction</b>	<p>The course provides concepts of global advertising management, and to explain why it is essential for a business.</p> <p>The class emphasizes the applications and tactics by means of realistic cases rather than formal theories. Students are expected to be capable of explaining how advertising applies to real market and understand challenges and opportunities in advertising management.</p>		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To understand the principles and practice and Advertising	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AD	135	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)

**Course Schedule**

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction to Advertising	
2	108/09/16 ~ 108/09/22	Brand Communication and Society	
3	108/09/23 ~ 108/09/29	Segmenting and Targeting the Audience	
4	108/09/30 ~ 108/10/06	Strategic Research and Planning	
5	108/10/07 ~ 108/10/13	The Creative Side	
6	108/10/14 ~ 108/10/20	Promotional Writing	
7	108/10/21 ~ 108/10/27	Visual Communication	
8	108/10/28 ~ 108/11/03	Media Basic	
9	108/11/04 ~ 108/11/10	Media Planning and Negotiation	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Public Relations	
12	108/11/25 ~ 108/12/01	Direct Response	

13	108/12/02 ~ 108/12/08	Promotions	
14	108/12/09 ~ 108/12/15	The Principles and Practice of IMC	
15	108/12/16 ~ 108/12/22	Evaluating IMC Effectiveness	
16	108/12/23 ~ 108/12/29	Course Review	
17	108/12/30 ~ 109/01/05	New Year' s Day – No Class	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Advertising & IMC: Principles & Practice (GE), Sandra Moriarty,Nancy Mitchell,William D. Wells,Charles Wood, ISBN:9781292262062		
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 35.0 % ◆ Final Exam : 35.0 % ◆ Other < > :   %		
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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		