

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	LII, PEI-CHI
Course Class	TLGAM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES, 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Become proficient at Management Sciences skills. II. Learn about self-development and personal growth. III. Make connections between theory and practice. IV. Enhance team cooperation and communication. V. Cultivate analytical and decision making skills. VI. Value the sustainable operation of organizations. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Decision-making analysis ability.(ratio:30.00) D. Organizational business management ability.(ratio:30.00) E. Teamwork ability.(ratio:10.00) G. Ethics application ability.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 3. A vision for the future. (ratio:30.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 			

Course Introduction	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.
------------------------	--

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	1. Help students understand the marketing function of an organization; 2. Help students comprehend managers' strategic roles in an organization; 3. Familiarize students with environmental factors related to marketing within and outside an organization.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ADEG	1345	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Course introduction and ice breaking	
2	108/09/16 ~ 108/09/22	Article discussion and analysis	

3	108/09/23 ~ 108/09/29	Article discussion and analysis	
4	108/09/30 ~ 108/10/06	Article discussion and analysis	
5	108/10/07 ~ 108/10/13	Holiday; no class	
6	108/10/14 ~ 108/10/20	Article discussion and analysis	
7	108/10/21 ~ 108/10/27	Article discussion and analysis	
8	108/10/28 ~ 108/11/03	Article discussion and analysis	
9	108/11/04 ~ 108/11/10	Article discussion and analysis	
10	108/11/11 ~ 108/11/17	Mid-term	
11	108/11/18 ~ 108/11/24	Article discussion and analysis	
12	108/11/25 ~ 108/12/01	Article discussion and analysis	
13	108/12/02 ~ 108/12/08	Article discussion and analysis	
14	108/12/09 ~ 108/12/15	Article discussion and analysis	
15	108/12/16 ~ 108/12/22	Article discussion and analysis	
16	108/12/23 ~ 108/12/29	Article discussion and analysis	
17	108/12/30 ~ 109/01/05	Article discussion and analysis	
18	109/01/06 ~ 109/01/12	Final exam	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		No assigned textbooks	
References		Marshall / Johnston, Marketing Management	
Number of Assignment(s)		15 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (Participation) : 20.0 %	

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>
------	---