

Tamkang University Academic Year 108, 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"> ◆ General Course ◆ Required ◆ One Semester
Departmental Aim of Education			
<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. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:50.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:50.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 2. Information literacy. (ratio:50.00) 7. A spirit of teamwork and dedication. (ratio:50.00) 			
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 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	Learn the definition of marketing and the content of marketing strategy	Cognitive
2	Learn STP process in marketing	Cognitive
3	Learn 4P (product/price/place/promotion) strategy in marketing mix	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	27	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	AB	27	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	AB	27	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course Introduction (Video Tape)	
2	109/03/09 ~ 109/03/15	Ch1 Defining Marketing for the 21st Century + Video Tape (#1: Car Wash)(# 2: Swimming Suits)	
3	109/03/16 ~ 109/03/22	Ch7 Identifying Market Segments and Targets + Video Tape (# 3: City Tour)+ Submit online homework	

4	109/03/23 ~ 109/03/29	Ch10 Setting Product Strategy and Marketing Through the Life Cycle + Video Tape (# 4: New dish) + Sumit online homework	
5	109/03/30 ~ 109/04/05	Ch10 Setting Product Strategy and Marketing Through the Life Cycle + 4/2 Holiday	
6	109/04/06 ~ 109/04/12	Ch12 Developing Pricing Strategies and Programs + Video Tape (# 5: Sell Honey) + Sumit online homework + □ Test MS Teams on April 6 + From 4/9: Seat no. 1~60 take online MS Teams class; Seat no. 61~127 come to the classroom	
7	109/04/13 ~ 109/04/19	Ch12 Developing Pricing Strategies and Programs + Video Tape (# 6: Web registration) + Sumit online homework + □ Seat no. 61~127 take online class of MS Teams; Seat no. 1~60 come to classroom.	
8	109/04/20 ~ 109/04/26	Review + Remind requirements of individual report + Video Tape (# 7: Promotion Campaign for a Car) + Sumit online homework + Provide Testbank of Midterm Exam + □ Seat no. 1~60 take online class of MS Teams; Seat no. 61~127 come to classroom	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Ch13 Designing and Managing Integrated Marketing Channels + Video Tape (# 8: Vitamin) + Seat no. 61~127 take online class of MS Teams; Seat no. 1~60 come to classroom.	
11	109/05/11 ~ 109/05/17	Ch13 Designing and Managing Integrated Marketing Channels + Video Tape (# 9 Cleaner) + □ Seat no. 1~60 take online class of MS Teams; Seat no. 61~127 come to classroom.	
12	109/05/18 ~ 109/05/24	Ch15 Designing and Managing Integrating Marketing Communications + Video Tape (# 10 Ticket package) + Seat no. 61~127 take online class of MS Teams; Seat no. 1~60 come to classroom.	
13	109/05/25 ~ 109/05/31	Ch15 Designing and Managing Integrating Marketing Communications + Video Tape (# 11 Mouth wash water) + Seat no. 1~60 take online class of MS Teams; Seat no. 61~127 come to classroom	

14	109/06/01~ 109/06/07	Ch16 Advertising, Sales Promotions + Submit Personal Report before 5/30: Seat no.1~60(choose one topic from the list below) + Invite volunteers or randomly choose some students to have oral presentation in class + Video Tape (# 12 Trump' s hotel) + Provide testbank of final exam + Seat no. 61~127 take online class of MS Teams; Seat no. 1~60 come to classroom	
15	109/06/08~ 109/06/14	□ Ch16 Advertising, Sales Promotions, + Submit Personal Report before 6/7: Seat no. 61~127(choose one topic from the list below) + Invite volunteers or randomly choose some students to have oral presentation in class + Video Tape (# 13 Deodorant) +Seat no. 1~60 take online class of MS Teams; Seat no. 61~127 come to classroom	
16	109/06/15~ 109/06/21	□ Ch16 Advertising, Sales Promotions, Events, and Experiences, and Public Relations +Video Tape (# 14 Final) + □ Seat no. 61~127 take online class of MS Teams; Seat no. 1~60 come to classroom	
17	109/06/22~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29~ 109/07/05	Supplementary teaching	
Requirement	<p>1.Each student needs to submit a powerpoint file (about 10 minutes) to elaborate the 4P' s (PRODUCT/PRICE/PLACE/PROMOTION) strategy in your creative marketing plan for a NEW product/service (please chose one of the ten topics) and explain the reason WHY you have this plan.</p> <p>2.★★If any student is absent due to COVID-19, the grading policy will be adjusted case by case (for example, the absent record will be cancelled). Please contact the teacher by email (136466@mail.tku.edu.tw).</p> <p>3.We need to arrange a make-up class due to the missing class on the 18th week. The teacher decides to add 15 mins (Monday 16:05~16:10, 17:00~17:05 and Thursday 12:05~12:10) in ten weeks (3/9,12; 3/16,19; 3/23,26; 3/30,4/2; 4/6,9; 4/13,16; 4/20,23; 5/4,7; 5/11,14; 5/18,21) in the same classroom. Please remember to come to our class in 5 mins earlier.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Kolter, P and Keller, K.L. (2016), A Framework for Marketing Management, 6th edition, Pearson Education Limited (華泰書局代理)		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other 〈Personal Report〉 : 50.0 %</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>
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