

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	CHEN, SHUI-LIEN
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
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			
<p>I . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</p>			
S u b j e c t 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			
<p>A. Provide the basic knowledge of both theory and practices.(ratio:50.00)</p> <p>B. Enhance the practical training for the current trends.(ratio:50.00)</p>			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<p>1. A global perspective. (ratio:50.00)</p> <p>5. Independent thinking. (ratio:50.00)</p>			
Course Introduction	<p>In this semester, the purpose of this course is simply to equip/enhance students with the capability of conducting academic research in marketing field. For the achievement of this purpose, students are requested to read academic articles in the subject of management. The articles will be assigned throughout the semester. All students will be expected to read the articles in order to participate in the discussion. By the end of this course, students ought to complete a research proposal.</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	All students will be expected to read the articles in order to participate in the discussion. By the end of this course, students ought to complete a research proposal.	Psychomotor
2	To equip/enhance students with the capability of conducting academic research.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	15	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
2	AB	15	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introduction to the course schedule and a short discussion on research process for literature and topic decision	
2	109/03/09 ~ 109/03/15	Introduction of Article/Journal Searching	
3	109/03/16 ~ 109/03/22	How to read a research paper and research trend finding	
4	109/03/23 ~ 109/03/29	Procedure of research conduction and article presentation	
5	109/03/30 ~ 109/04/05	Tomb Sweeping Day	
6	109/04/06 ~ 109/04/12	Creating Value for Target Customers	

7	109/04/13 ~ 109/04/19	Consumer Behavior	
8	109/04/20 ~ 109/04/26	Product, Services, and Brands: Building Customer Value	
9	109/04/27 ~ 109/05/03	mid-term exam	
10	109/05/04 ~ 109/05/10	Move to 5/16 The 2020 International Conference in Management Sciences and Decision Making	
11	109/05/11 ~ 109/05/17	Speech: Qualitative Methods in Social Science Research Professor Sarkar from India	
12	109/05/18 ~ 109/05/24	Pricing and Place Strategy	
13	109/05/25 ~ 109/05/31	Promotion Strategy	
14	109/06/01 ~ 109/06/07	SPEECH	
15	109/06/08 ~ 109/06/14	Research Trend Presentation	
16	109/06/15 ~ 109/06/21	final exam	
17	109/06/22 ~ 109/06/28	Supplementary teaching: Creating Competitive Advantage	
18	109/06/29 ~ 109/07/05	Supplementary teaching:The Global Marketplace	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Academics articles		
References	Blackwell (2011), Consumer Behavior, 華泰文化		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other () : %		
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.		