

Tamkang University Academic Year 109, 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"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
<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>			
Subject Departmental core competences			
<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>			
Subject Schoolwide essential virtues			
<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>			
Course Introduction	<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, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction to Advertising and Strategic Brand Communication	
2	109/09/21 ~ 109/09/27	Public Relations; Action and Interaction.	
3	109/09/28 ~ 109/10/04	How Brand Communication Works	
4	109/10/05 ~ 109/10/11	Strategic Research	
5	109/10/12 ~ 109/10/18	Segmenting and Targeting the Audience	
6	109/10/19 ~ 109/10/25	Strategic Planning	
7	109/10/26 ~ 109/11/01	The Creative Side	
8	109/11/02 ~ 109/11/08	Promotional Writing	
9	109/11/09 ~ 109/11/15	Visual Communication	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Media Basics and Paid Media	

12	109/11/30 ~ 109/12/06	Owned, Interactive, and Earned Media	
13	109/12/07 ~ 109/12/13	Media Planning and Negotiation	
14	109/12/14 ~ 109/12/20	IMC Management	
15	109/12/21 ~ 109/12/27	Evaluating IMC Effectiveness	
16	109/12/28 ~ 110/01/03	Social Impact, Responsibility, and Ethics	
17	110/01/04 ~ 110/01/10	Review and Discussion	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Advertising & IMC: Principles & Practice, 11th Edition (GE), Sandra Moriarty, Nancy Mitchell, William D. Wells, Charles Wood, ISBN:9781292262062		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 35.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Written Assignment) : 35.0 %</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>		