

## Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	LII, PEI-CHI
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
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:40.00)</p> <p>B. Enhance the practical training for the current trends.(ratio:30.00)</p> <p>D. Obtain the ability of analyzing industrial and business problems.(ratio:30.00)</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:30.00)</p> <p>2. Information literacy. (ratio:40.00)</p> <p>5. Independent thinking. (ratio:30.00)</p>			
Course Introduction	<p>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.</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	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	ABD	125	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	109/09/14~ 109/09/20	Course introduction and ice breaking	
2	109/09/21~ 109/09/27	Article discussion and analysis	
3	109/09/28~ 109/10/04	Article discussion and analysis	
4	109/10/05~ 109/10/11	Article discussion and analysis	
5	109/10/12~ 109/10/18	Article discussion and analysis	
6	109/10/19~ 109/10/25	Article discussion and analysis	
7	109/10/26~ 109/11/01	Article discussion and analysis	
8	109/11/02~ 109/11/08	Article discussion and analysis	
9	109/11/09~ 109/11/15	Article discussion and analysis	

10	109/11/16 ~ 109/11/22	Mid-term	
11	109/11/23 ~ 109/11/29	Article discussion and analysis	
12	109/11/30 ~ 109/12/06	Article discussion and analysis	
13	109/12/07 ~ 109/12/13	Article discussion and analysis	
14	109/12/14 ~ 109/12/20	Article discussion and analysis	
15	109/12/21 ~ 109/12/27	Article discussion and analysis	
16	109/12/28 ~ 110/01/03	Article discussion and analysis	
17	110/01/04 ~ 110/01/10	Article discussion and analysis	
18	110/01/11 ~ 110/01/17	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	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>		