

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	MARKETING	Instructor	LI SZU CHUANG
Course Class	TAIXB1B DEPARTMENT OF INFORMATION AND COMMUNICATION, 1B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure		
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			
I. Strengthening professional knowledge and ethics. II. Refining practical experience and skills. III. Developing creative thinking potentials.			
Subject Departmental core competences			
A. Basic concepts of information and communication.(ratio:100.00)			
Subject Schoolwide essential virtues			
5. Independent thinking. (ratio:100.00)			
Course Introduction	This course aims to improve the students' basic understanding of marketing theories and equip them with the ability to enhance their logical thinking and present their ideas effectively to other people. The trend of digital marketing will also be introduced towards the end of the semester.		

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 help the students to get an in-depth understanding of marketing theories.	Cognitive
2	To enhance logical thinking and the ability to express through case studies.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	A	5	Lecture, Discussion	Testing, Study Assignments
2	A	5	Lecture, Discussion	Study Assignments, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Introduction	
2	110/03/01 ~ 110/03/07	Value Creation and Value Capture	
3	110/03/08 ~ 110/03/14	Strategy, Management, and the Role of Marketing	
4	110/03/15 ~ 110/03/21	Analyzing and Respond to the Environment	
5	110/03/22 ~ 110/03/28	Gaining Insight about Customer	
6	110/03/29 ~ 110/04/04	教學行政觀摩日	
7	110/04/05 ~ 110/04/11	Consumer Market vs. Business Market	
8	110/04/12 ~ 110/04/18	Targeting Customers	
9	110/04/19 ~ 110/04/25	Building Customer Value	

10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	New Product Development and Product Cycle	
12	110/05/10 ~ 110/05/16	Pricing: Capture Customer Value	
13	110/05/17 ~ 110/05/23	Value Delivery and Channels	
14	110/05/24 ~ 110/05/30	Retailing and Wholesaling	
15	110/05/31 ~ 110/06/06	Advertisements and Public Relationship	
16	110/06/07 ~ 110/06/13	Marketing and Sales	
17	110/06/14 ~ 110/06/20	Final Report: oral presentation	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	缺席不得超過三次。 請假第三次以上，每兩次以一次缺席計。		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	自備英文講義 Armstrong/Kotler:Marketing: An Introduction 2020		
References			
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.		