

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	TSENG, CHUNG-HUI
Course Class	TLWXB2A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG12 Responsible consumption and production SDG17 Partnerships for the goals		
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 . 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			
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			
2. Information literacy. (ratio:50.00) 7. A spirit of teamwork and dedication. (ratio:50.00)			

Course Introduction	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.
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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	110/02/22 ~ 110/02/28	Course Introduction	
2	110/03/01 ~ 110/03/07	#1 Defining Marketing for the 21st Century + Video Tape (#1: Car Wash)	
3	110/03/08 ~ 110/03/14	#2 Identifying Market Segments and Targets + Video Tape (# 2: Swimming Suits) + Submit personal online homework + Hand in group name list and decide group number	
4	110/03/15 ~ 110/03/21	#3 Setting Product Strategy and Marketing Through the Life Cycle + Video Tape (# 3: City Tour) + Submit personal online homework	
5	110/03/22 ~ 110/03/28	#3 Setting Product Strategy and Marketing Through the Life Cycle + Video Tape (# 4: New Hamburger) + Submit personal online homework	
6	110/03/29 ~ 110/04/04	Spring Vacation	
7	110/04/05 ~ 110/04/11	#4 Developing Pricing Strategies and Programs + Video Tape (# 5: Sell Honey) + Submit personal online homework	
8	110/04/12 ~ 110/04/18	#4 Developing Pricing Strategies and Programs + Video Tape (# 6: Web registration) + Submit personal online homework	
9	110/04/19 ~ 110/04/25	Review + Remind requirements of group report + Video Tape (# 7: Promotion Campaign for a Car) + Submit personal online homework + Provide Testbank of Midterm Exam	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	#5 Designing and Managing Integrated Marketing Channels + Video Tape (# 8: Vitamin)	
12	110/05/10 ~ 110/05/16	Group Report: G1,2,3 (choose one topic from the list below) + #5 Designing and Managing Integrated Marketing Channels + Video Tape (#9 Cleaner)	
13	110/05/17 ~ 110/05/23	Group Report: G4,5,6 (choose one topic from the list below) + #6 Designing and Managing Integrating Marketing Communications + Video Tape (# 10 Ticket package)	

14	110/05/24 ~ 110/05/30	Group Report: G7,8,9 (choose one topic from the list below) + #6 Designing and Managing Integrating Marketing Communications + Video Tape (# 11 Mouth wash water)	
15	110/05/31 ~ 110/06/06	Group Report: G10,11,12 (choose one topic from the list below) + #7 Advertising, Sales Promotions, Events, and Experiences, and Public Relations + Video Tape (# 12 Trump’ s hotel)	
16	110/06/07 ~ 110/06/13	Group Report: G13,14,15 (choose one topic from the list below) + #7 Advertising, Sales Promotions, Events, and Experiences, and Public Relations +Video Tape (# 13 Deodorant)	
17	110/06/14 ~ 110/06/20	Group Report: G16,17,18 (choose one topic from the list below) + Video Tape (# 14 Final winner)	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	Each group needs to present 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 following topics) and explain the reason WHY you have this plan. *Topic 1: A marketing plan of a new car wash service *Topic 2: A marketing plan of a new swimsuits *Topic 3: A marketing plan about a new one-day city tour *Topic 4: A marketing plan about a new hamburger *Topic 5: A marketing plan about a new honey product *Topic 6: A marketing plan about promoting a new motorcycle or a new car *Topic 7: A marketing plan about a new vitamin *Topic 8: A marketing plan about selling a new ticket package *Topic 9: A marketing plan about selling a new body wash *Topic 10: A marketing plan about selling a new hotel		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Handouts		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other 〈Group Report〉 : 30.0 %		

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.
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