

## Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	MARKETING PLANNING AND STRATEGY	Instructor	YI-CHENG LIU
Course Class	TLFXM1A MASTER'S PROGRAM, DEPARTMENT OF INTERNATIONAL BUSINESS, 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	<p>SDG4 Quality education</p> <p>SDG8 Decent work and economic growth</p> <p>SDG17 Partnerships for the goals</p>		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:25.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:25.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:25.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:25.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:50.00)</p> <p>5. Independent thinking. (ratio:50.00)</p>			

Course Introduction	The course presents theory in the context of real , data-driven examples, and then develops intuition to solve Problems. Students gain a practical perspective , seeing how models connect to real-world decisions being made in today 's firms and policy debates.
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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	A.Breeding professionals with expertise in general International Trade and Business B.Consisting of Globalization, Information-Oriented and Future-Oriented education. C.Producing graduates with capability of foreseeing and analyzing then development of Global Economy. D. Breeding professional with expertise in Marketing and Financial Management	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	15	Lecture, Discussion, Publication, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Case Study, and Joint Discussion : Beyond Meat	
2	110/09/29 ~ 110/10/05	Case Study, and Joint Discussion : Beyond Meat	
3	110/10/06 ~ 110/10/12	Case Study, and Joint Discussion : Meituan-Dianping	
4	110/10/13 ~ 110/10/19	Case Study, and Joint Discussion: 5G? Skyships Platform for Public Safety & Fire Breathing Dragon to Baseball!!	
5	110/10/20 ~ 110/10/26	Case Study, and Joint Discussion	
6	110/10/27 ~ 110/11/02	Case Study, and Joint Discussion	
7	110/11/03 ~ 110/11/09	Case Study, and Joint Discussion	
8	110/11/10 ~ 110/11/16	Case Study, and Joint Discussion	
9	110/11/17 ~ 110/11/23	Case Study, and Joint Discussion	
10	110/11/24 ~ 110/11/30	Midterm Exam Week	
11	110/12/01 ~ 110/12/07	Case Study, and Joint Discussion	
12	110/12/08 ~ 110/12/14	Case Study, and Joint Discussion	
13	110/12/15 ~ 110/12/21	Case Study, and Joint Discussion	
14	110/12/22 ~ 110/12/28	Case Study, and Joint Discussion	
15	110/12/29 ~ 111/01/04	Case Study, and Joint Discussion	
16	111/01/05 ~ 111/01/11	Case Study, and Joint Discussion	
17	111/01/12 ~ 111/01/18	Case Study, and Joint Discussion	
18	111/01/19 ~ 111/01/25	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector, Other (講義)	
Textbooks and Teaching Materials		10 to 12 Case Study, and Joint Discussion	
References			

Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 35.0 %    ◆ Mark of Usual : 35.0 %    ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 15.0 %</p> <p>◆ Other ( ) : %</p>
Note	<p>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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>