

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	CHEN, TZU-YING
Course Class	TLOXM2A MASTER'S PROGRAM, DEPARTMENT OF RISK MANAGEMENT AND INSURANCE, 2A	Details	◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
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 . Emphasize on a monographic study on insurance, and enhance professional knowledge of insurance. II. Enhance training for analytical thinking, and strengthen problem-solving and analytical skills. III. Focus on industry-university cooperation, and combine theory and practical issues.			
Subject Departmental core competences			
D. Students will exhibit analytical and problem-solving skills.(ratio:50.00) E. Students will exhibit the ability to write thesis and report.(ratio:50.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:40.00) 3. A vision for the future. (ratio:40.00) 5. Independent thinking. (ratio:20.00)			
Course Introduction	This course provides an introduction to the study of marketing management. It will focus on the four instruments of marketing including product management, pricing strategies, channel management, and promotion skills. Students are expected to develop an understanding of how to implement marketing strategies in practice. Active participation in the class and group discussions is highly encouraged.		

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 fundamental concepts of marketing management	Cognitive
2	To implement theoretical knowledge of marketing management in practice	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	DE	135	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	DE	135	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Introduction	
2	110/09/29 ~ 110/10/05	Chapter 1 Marketing: Creating Customer Value and Engagement	
3	110/10/06 ~ 110/10/12	Chapter 2 Company and Marketing Strategy	
4	110/10/13 ~ 110/10/19	Chapter 3 Analyzing the Marketing Environment	
5	110/10/20 ~ 110/10/26	Chapter 4 Managing Marketing Information to Gain Customer Insights	
6	110/10/27 ~ 110/11/02	Chapter 5 Understanding Consumer and Business Buyer Behavior	

7	110/11/03 ~ 110/11/09	Chapter 6 Customer Value-Driven Marketing Strategy	
8	110/11/10 ~ 110/11/16	Chapter 7 Product, Services, and Brands: Building Customer Value	
9	110/11/17 ~ 110/11/23	Chapter 8 Developing New Products and Managing the Product Life Cycle	
10	110/11/24 ~ 110/11/30	Chapter 9 Pricing: Understanding and Capturing Customer Value	
11	110/12/01 ~ 110/12/07	Chapter 10 Marketing Channels / Chapter 11 Retailing and Wholesaling	
12	110/12/08 ~ 110/12/14	Speech on Marketing Management	
13	110/12/15 ~ 110/12/21	Chapter 12 Engaging Customers and Communicating Customer Value	
14	110/12/22 ~ 110/12/28	Chapter 13 Personal Selling and Sales Promotion	
15	110/12/29 ~ 111/01/04	National Holiday (No Class)	
16	111/01/05 ~ 111/01/11	Group Presentation	
17	111/01/12 ~ 111/01/18	Group Presentation	
18	111/01/19 ~ 111/01/25	Supplementary Teaching	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Armstrong Gary, Philip Kotler, and Marc Oliver Opresnik. Marketing: An Introduction, 14th Edition, 2019.	
References		行銷學（13版）；李元恕、丁美靜、王郁彬 編譯；Gary Armstrong and Philip Kotler 原著；華泰文化出版。 行銷點子製造機：商業周刊30週年最強行銷點子精選；商業周刊出版。 創業基因啟動碼：商業周刊30週年最強創業案例精選；商業周刊出版。 管理妙招便利貼：商業周刊30週年最強管理案例精選；商業周刊出版。	
Number of Assignment(s)		2 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance：10.0 % ◆ Mark of Usual：30.0 % ◆ Midterm Exam：% ◆ Final Exam：% ◆ Other〈presentation+report〉：60.0 %	

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>
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