

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

| | | | |
|---|---|------------|--|
| Course Title | MARKETING | Instructor | LI SZU CHUANG |
| Course Class | TAIXB1A DEPARTMENT OF INFORMATION AND COMMUNICATION, 1A | 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 | | |
| Departmental Aim of Education | | | |
| 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, enhance their logical thinking, and present their ideas effectively. 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 | 111/02/21 ~ 111/02/25 | Introduction | |
| 2 | 111/02/28 ~ 111/03/04 | Value Creation and Value Capture | |
| 3 | 111/03/07 ~ 111/03/11 | Strategy, Management, and the Role of Marketing | |
| 4 | 111/03/14 ~ 111/03/18 | Analyzing and Respond to the Environment | |
| 5 | 111/03/21 ~ 111/03/25 | Gaining Insight about Customer | |
| 6 | 111/03/28 ~ 111/04/01 | Consumer Market vs. Business Market | |
| 7 | 111/04/04 ~ 111/04/08 | 教學行政觀摩日 | |
| 8 | 111/04/11 ~ 111/04/15 | Targeting Customers | |
| 9 | 111/04/18 ~ 111/04/22 | Building Customer Value | |

| | | | |
|----------------------------------|--|---|--|
| 10 | 111/04/25 ~ 111/04/29 | Midterm Exam Week | |
| 11 | 111/05/02 ~ 111/05/06 | New Product Development and Product Cycle | |
| 12 | 111/05/09 ~ 111/05/13 | Pricing: Capture Customer Value | |
| 13 | 111/05/16 ~ 111/05/20 | Value Delivery and Channels | |
| 14 | 111/05/23 ~ 111/05/27 | Retailing and Wholesaling | |
| 15 | 111/05/30 ~ 111/06/03 | Advertisements and Public Relationship | |
| 16 | 111/06/06 ~ 111/06/10 | Marketing and Sales | |
| 17 | 111/06/13 ~ 111/06/17 | Final Report: oral presentation | |
| 18 | 111/06/20 ~ 111/06/24 | Final Exam Week | |
| Requirement | The students need to attend on at least 2/3 of the courses. 依學校規定，出席未達2/3者將會進行扣考。 曠課及各式請假、遲到早退另訂扣分規則。 | | |
| 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. | | |