

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	TSENG, CHUNG-HUI
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (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	111/02/21 ~ 111/02/25	Course Introduction	
2	111/02/28 ~ 111/03/04	2/28 is a holiday	
3	111/03/07 ~ 111/03/11	#1 Defining Marketing for the 21st Century Video (#1: Car Wash) + confirm group	
4	111/03/14 ~ 111/03/18	#2 Identifying Market Segments and Targets +Video (# 2: Swimsuits) + Submit personal class assignment	
5	111/03/21 ~ 111/03/25	#3 Setting Product Strategy and Marketing Through the Life Cycle +Video (# 3: City Tour) + Submit personal class assignment	
6	111/03/28 ~ 111/04/01	#3 Setting Product Strategy and Marketing Through the Life Cycle +Video (# 4: New dish) + Submit personal class assignment	
7	111/04/04 ~ 111/04/08	4/04~4/08 Spring vacation	
8	111/04/11 ~ 111/04/15	#4 Developing Pricing Strategies and Programs + Submit personal class assignment +Video (# 5: Sell Honey) + Submit personal class assignment	
9	111/04/18 ~ 111/04/22	#4 Developing Pricing Strategies and Programs+ Introduce channel type for preparing group report +Video (# 6: Web registration) + Provide testbank of midterm exam	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	#5 Designing and Managing Integrated Marketing Channels +Video (# 7: Promotion Campaign for a Car) + Submit personal class assignment	
12	111/05/09 ~ 111/05/13	#5 Designing and Managing Integrated Marketing Channels +Video (# 8: Vitamin) + Submit personal class assignment	
13	111/05/16 ~ 111/05/20	G1~4 have an oral presentation in classroom + #6 Designing and Managing Integrating Marketing Communications + Video (#9: Dial Soap) + Submit personal homework about the video	

14	111/05/23 ~ 111/05/27	G5~8 have an oral presentation in classroom + #6 Designing and Managing Integrating Marketing Communications + Video (#10: Ticket Package) + Submit personal homework about the video	
15	111/05/30 ~ 111/06/03	G9~12 have an oral presentation in classroom + #6 Designing and Managing Integrating Marketing Communications + Video (# 11 Wash Mouth Water) + Submit personal homework about the video	
16	111/06/06 ~ 111/06/10	G13~16 have an oral presentation in classroom + #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations + Video (# 12 Promotion a Hotel) + Submit personal homework about the video	
17	111/06/13 ~ 111/06/17	G17~20 have an oral presentation in classroom + #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations Video (# 13 TV commercial for aromatics "Renuzit") Provide testbank of final exam	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement	See iclass		
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 : 25.0 % ◆ Final Exam : 25.0 % ◆ Other 〈Group Report〉 : 40.0 %		
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.		