

## Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title		Instructor	LIH-WEN MAU
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people		
<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:30.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:30.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:40.00)</p> <p>2. Information literacy. (ratio:20.00)</p> <p>3. A vision for the future. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:10.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:10.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:10.00)</p>			

Course Introduction	<p>This course will give students essential marketing knowledge that will enhance their ability to lead through changing and challenging times in healthcare industry. Students will receive an introduction of marketing principles as applied to healthcare organizations and marketing strategy, healthcare customers, marketing mix, marketing segmentation, promotion and advertising in healthcare industry.</p>
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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	<ul style="list-style-type: none"> <li>- To integrate a global view within the context of healthcare industry in strategic planning and marketing</li> <li>- To evaluate the steps (environmental assessment, formulation, implementation, and control) associated with marketing planning in healthcare industry</li> <li>- To examine the steps associated with strategically marketing healthcare products and services</li> </ul>	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	123567	Lecture, Discussion, Publication, Experience, Case study	Study Assignments, 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 Overview	

2	111/02/28 ~ 111/03/04	Scope of Healthcare Industry and Characteristics	
3	111/03/07 ~ 111/03/11	Introduction of Global Healthcare Industry (I)	
4	111/03/14 ~ 111/03/18	Introduction of Global Healthcare Industry (II)	
5	111/03/21 ~ 111/03/25	Essentials of Healthcare Marketing	
6	111/03/28 ~ 111/04/01	Environmental Assessment (I)	
7	111/04/04 ~ 111/04/08	Environmental Assessment (II)	
8	111/04/11 ~ 111/04/15	Segmentation on Marketing	
9	111/04/18 ~ 111/04/22	Branding Strategy	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Marketing and Strategic Planning Protocol	
12	111/05/09 ~ 111/05/13	Marketing and Strategic Planning by Patient Population	
13	111/05/16 ~ 111/05/20	Marketing and Strategic Planning by Service Type	
14	111/05/23 ~ 111/05/27	Marketing and Strategic Planning by Healthcare Delivery System	
15	111/05/30 ~ 111/06/03	Marketing and Strategic Planning by Industry Region	
16	111/06/06 ~ 111/06/10	Market Performance Evaluation (I)	
17	111/06/13 ~ 111/06/17	Market Performance Evaluation (II)	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement			
Teaching Facility		Computer, Other (Web linkages)	
Textbooks and Teaching Materials		No required textbook; self-developed teaching materials will be used.	
References		Assigned readings	

Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 20.0 %</li> <li>◆ Mark of Usual : %</li> <li>◆ Midterm Exam : 30.0 %</li> <li>◆ Final Exam : 30.0 %</li> <li>◆ Other (Participation) : 20.0 %</li> </ul>
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>