

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

Course Title	MARKETING MANAGEMENT	Instructor	TSENG, CHUNG-HUI
Course Class	TLWXB2A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
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	#1 Defining Marketing for the 21st Century + Video Tape (#1: Car Wash)+Confirm group	
3	111/03/07 ~ 111/03/11	#2 Identifying Market Segments and Targets + Video Tape (# 2: Swimming Suits) + Submit personal online homework	
4	111/03/14 ~ 111/03/18	#3 Setting Product Strategy and Marketing Through the Life Cycle + Video Tape (# 3: City Tour) + Submit personal online homework	
5	111/03/21 ~ 111/03/25	#3 Setting Product Strategy and Marketing Through the Life Cycle + Video Tape (# 4: New Hamburger) + Submit personal online homework	
6	111/03/28 ~ 111/04/01	#4 Developing Pricing Strategies and Programs + Video Tape (# 5: Sell Honey) + Submit personal online homework	
7	111/04/04 ~ 111/04/08	Spring vacation	
8	111/04/11 ~ 111/04/15	#4 Developing Pricing Strategies and Programs + Video Tape (# 6: Web registration) + Submit personal online homework	
9	111/04/18 ~ 111/04/22	#5 Designing and Managing Integrated Marketing Channels +Video (# 7: Promotion Campaign for a Car) + 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 Tape (# 8: Vitamin )	
12	111/05/09 ~ 111/05/13	#6 Designing and Managing Integrating Marketing Communications + Video (#9: Dial Soap) + Submit personal class assignment	
13	111/05/16 ~ 111/05/20	□ G1~6 submit the group report and Choose 4 groups to have an oral presentation in classroom + #6 Designing and Managing Integrating Marketing Communications □ Video (#10: Ticket Package) + Submit personal homework about the video	

14	111/05/23 ~ 111/05/27	□ G7-12 submit the group report and Choose 4 groups to have an oral presentation in classroom + #6 Designing and Managing Integrating Marketing Communications □ Video (# 11 Wash Mouth Water) + Submit personal homework about the video	
15	111/05/30 ~ 111/06/03	□ G13-18 submit the group report and Choose 4 groups to have an oral presentation in classroom + #7 Advertising, Sales Promotions, Events, and Experiences, and Public Relations □ Video (# 12 Promotion a Hotel) + Submit personal homework about the video	
16	111/06/06 ~ 111/06/10	□ G19-24 submit the group report and Choose 4 groups to have an oral presentation in classroom + Advertising, Sales Promotions, Events, and Experiences, and Public Relations □ Video (# 13 TV commercial for aromatics "Renuzit" ) + Submit personal homework about the video	#7
17	111/06/13 ~ 111/06/17	□ G25-30 submit the group report and Choose 4 groups to have an oral presentation in classroom + #7 Advertising, Sales Promotions, Events, and Experiences, and Public Relations + Video (# 14 Who is the winner?) + 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 %

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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>
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