

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	MARKETING	Instructor	TIEN, SHIH-WEI
Course Class	TAIXB1A DEPARTMENT OF INFORMATION AND COMMUNICATION, 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure 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. Strengthening professional knowledge and ethics. II. Refining practical experience and skills. III. Developing creative thinking potentials.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Basic concepts of information and communication.(ratio:40.00) B. Data analysis and Information interpretation.(ratio:5.00) C. Skills and technology applications.(ratio:5.00) D. Aesthetics and creative expression.(ratio:5.00) E. Trend insights of information and communication.(ratio:40.00) F. Abilities of proposal planning and writing and project execution.(ratio:5.00)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:20.00)			

Course Introduction	<p>This course will bring an expansive understanding of theoretical and practical knowledge with core concepts. Since digital technologies have reshaped everyday practice, leading to a drastic shift in the reception of information, algorithms lead us to rethink reflexivity and subjectivity which relocate us to pay attention from one reels to another. Develop new competencies and earn valuable recognition to evolve the traffic measurement, cross- media planning, and implementation of interface marketing activity. Will deliver you contemporary insights that can be applied to the marketplace.</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	Advanced marketing management principles and applying it to the marketing plan. Implement an action plan at future opportunity using the knowledge and skills acquired through the course.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEF	12345678	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13~ 112/02/19	Introduction: defining marketing	
2	112/02/20~ 112/02/26	Understanding the marketplace and customer value	
3	112/02/27~ 112/03/05	Designing a customer value: Driven strategy and mix	

4	112/03/06 ~ 112/03/12	Extending marketing, sustainable marketing, social responsibility and ethics	
5	112/03/13 ~ 112/03/19	What is marketing? Creating and capturing customer value	
6	112/03/20 ~ 112/03/26	Company and marketing strategy? Partnering to build customer value and relationships	
7	112/03/27 ~ 112/04/02	Meeting basic needs, managing marketing information to gain customer insights	
8	112/04/03 ~ 112/04/09	Children's Day	
9	112/04/10 ~ 112/04/16	Understanding consumer and business buyer behavior	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Midterm Exam Week	
12	112/05/01 ~ 112/05/07	Customer-Driven marketing strategy: Creating value	
13	112/05/08 ~ 112/05/14	Products, services, and brands: Building customer value	
14	112/05/15 ~ 112/05/21	New Product Development and product life-cycle strategies	
15	112/05/22 ~ 112/05/28	Personal selling and sales promotion	
16	112/05/29 ~ 112/06/04	Direct, online, social media, and mobile marketing	
17	112/06/05 ~ 112/06/11	The global marketplace	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	The students need to attend on at least 2/3 of the courses.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Marketing: An Introduction, Global Edition		
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈Group discussion〉 : 30.0 %</p>
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>