

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	SHIH-CHANG HUNG
Course Class	TLBAB2A DEPARTMENT OF BANKING AND FINANCE DIVISION OF GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM),	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	2A 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.			
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. Students can demonstrate that they have program basic knowledge of business and management.(ratio:40.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:40.00) C. Students can demonstrate that they have capability in using information technology. (ratio:10.00) D. Students can demonstrate that they are critical thinkers.(ratio:10.00)			
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:5.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:5.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

7. A spirit of teamwork and dedication. (ratio:30.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

The course will introduce marketing knowledge, including customer value, needs, insights, and behavior. Through reading the textbook and watching teaching videos, students will learn how to do marketing management.

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	1. Learn the Marketing Definition and Content 2. Learn to Analyze the Marketing Environment and Make Marketing Strategy 3. Learn to Understand Customer Needs and Value	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Course Introduction	
2	112/02/20 ~ 112/02/26	Marketing: Creating Customer Value and Engagement	

3	112/02/27 ~ 112/03/05	Holiday	
4	112/03/06 ~ 112/03/12	Marketing: Creating Customer Value and Engagement	
5	112/03/13 ~ 112/03/19	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
6	112/03/20 ~ 112/03/26	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
7	112/03/27 ~ 112/04/02	Analyzing the Marketing Environment	
8	112/04/03 ~ 112/04/09	Holiday	
9	112/04/10 ~ 112/04/16	Analyzing the Marketing Environment	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Managing Marketing Information to Gain Customer Insights	
12	112/05/01 ~ 112/05/07	Managing Marketing Information to Gain Customer Insights	
13	112/05/08 ~ 112/05/14	Consumer Markets and Buyer Behavior	
14	112/05/15 ~ 112/05/21	Seminar about Marketing Practice	
15	112/05/22 ~ 112/05/28	Seminar about Marketing Practice	
16	112/05/29 ~ 112/06/04	Seminar about Marketing Practice	
17	112/06/05 ~ 112/06/11	Seminar about Marketing Practice	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	<ol style="list-style-type: none"> 1. Everybody can give the teacher a message about the course question through the MS team. We can have a date to discuss your questions. 2. The course content follows the teaching progress. 3. Everybody can not be a free-rider in the final report. If you are a free rider, your final grade will be reduced by 15 points. 4. Things are adjusted in our course. If you do not attend our course on that date, it thinks that you voluntarily give up your rights. 5. The teacher has a right to adjust everything in our course. 		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Principles of Marketing - 18 Edition, Authors: Philip Kotler and Gary Armstrong		
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 30.0 % ◆ Mark of Usual : % ◆ Midterm Exam : %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other 〈Final Report PPT〉 : 40.0 %</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>