

## Tamkang University Academic Year 111, 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	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG12 Responsible consumption and production		
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 mix, including product, price, place, and promotion. Through reading the textbook and seeing several 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	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	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

3	ABCD	12345678	Lecture, Discussion	Testing, 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	#1 Defining Marketing for the 21st Century Video (#1: Car Wash) + Confirm group members		
3	112/02/27 ~ 112/03/05	#2 Identifying Market Segments and Targets Video (#2: Swimsuits) + Submit personal class assignment		
4	112/03/06 ~ 112/03/12	#3 Setting Product Strategy and Marketing Through the Life Cycle Video (#3: City Tour) + Submit personal class assignment		
5	112/03/13 ~ 112/03/19	#3 Setting Product Strategy and Marketing Through the Life Cycle Video (#4: New dish) + Submit personal class assignment		
6	112/03/20 ~ 112/03/26	#4 Developing Pricing Strategies and Programs Video (#5: Sell Honey) + Submit personal class assignment		
7	112/03/27 ~ 112/04/02	□ #4 Developing Pricing Strategies and Programs Video (#6: Web registration) + Submit personal class assignment		
8	112/04/03 ~ 112/04/09	□ Spring vacation		
9	112/04/10 ~ 112/04/16	#5 Designing and Managing Integrated Marketing Channels Video (#7: Promotion Campaign for a Car) + Submit personal class assignment Provide testbank of midterm exam		
10	112/04/17 ~ 112/04/23	Midterm Exam Week		
11	112/04/24 ~ 112/04/30	#5 Designing and Managing Integrated Marketing Channels Video (#8: Vitamin ) + Submit personal class assignment		
12	112/05/01 ~ 112/05/07	#6 Designing and Managing Integrating Marketing Communications Video (#9: Dial Soap) + Submit personal class assignment		

13	112/05/08 ~ 112/05/14	G1~3 do an oral presentation #6 Designing and Managing Integrating Marketing Communications Video (#10: Ticket Package) + Submit personal class assignment	
14	112/05/15 ~ 112/05/21	G4~6 do an oral presentation #6 Designing and Managing Integrating Marketing Communications Video (# 11 Wash Mouth Water) + Submit personal class assignment	
15	112/05/22 ~ 112/05/28	G7~9 do an oral presentation #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations Video (# 12 Promotion a Hotel) + Submit personal class assignment	
16	112/05/29 ~ 112/06/04	G10~12 do an oral presentation #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations Video (# 13 TV commercial for aromatics "Renuzit" ) + Submit personal class assignment	
17	112/06/05 ~ 112/06/11	G13~16 do an oral presentation #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations Video (# 13 TV commercial for aromatics "Renuzit" ) + Provide testbank of final exam	
18	112/06/12 ~ 112/06/18	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	<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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