

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
<ul style="list-style-type: none"> 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			
<ul style="list-style-type: none"> 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) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 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 gold standard for today' s marketing management student.

Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice.

The world of marketing is changing everyday--and in order for students to have a competitive edge, they need a textbook that reflects the best of today' s marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today' s marketing theory and practice.

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	Understand the place and contribution of marketing to the business enterprise. Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data.	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)

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13~ 112/02/19	Introduction of the Course	

2	112/02/20 ~ 112/02/26	Chapter 01 Marketing: Creating Customer Value and Engagement	
3	112/02/27 ~ 112/03/05	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
4	112/03/06 ~ 112/03/12	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
5	112/03/13 ~ 112/03/19	Chapter 03 Analyzing the Marketing Environment	Small quiz 1
6	112/03/20 ~ 112/03/26	Chapter 03 Analyzing the Marketing Environment	
7	112/03/27 ~ 112/04/02	Chapter 04 Managing Marketing Information to Gain Customer Insights	Small quiz 2
8	112/04/03 ~ 112/04/09	Chapter 04 Managing Marketing Information to Gain Customer Insights	Small quiz 3
9	112/04/10 ~ 112/04/16	Chapter 05 Understanding Consumer and Business Buyer Behavior	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Chapter 05 Understanding Consumer and Business Buyer Behavior	
12	112/05/01 ~ 112/05/07	Chapter 06 Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	Small quiz 4
13	112/05/08 ~ 112/05/14	Chapter 07 Products, Services, and Brands: Building Customer value	
14	112/05/15 ~ 112/05/21	Chapter 07 Products, Services, and Brands: Building Customer value	Small quiz 5
15	112/05/22 ~ 112/05/28	Group Presentation-Group 1~Group 3	
16	112/05/29 ~ 112/06/04	Group Presentation-Group 4 ~Group 6	
17	112/06/05 ~ 112/06/11	Group Presentation-Group 7 ~Group 9	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement			

Teaching Facility	(None)
Textbooks and Teaching Materials	Marketing Management, 15th Edition Philip Kotler, Northwestern University Kevin Lane Keller, Dartmouth College
References	Marketing Management: A Strategic Decision-Making Approach. 8th Edition. By John Mullins and Orville Walker.
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 50.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Group Presentation) : 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>