

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	MARKETING PLANNING AND STRATEGY	Instructor	YI-CHENG LIU
Course Class	TLFXM1A MASTER'S PROGRAM, DEPARTMENT OF INTERNATIONAL BUSINESS, 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure		
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. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems. III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.			
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. Breeding professionals with expertise in general International Trade and International Business.(ratio:25.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:25.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:25.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:25.00)			
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:15.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 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:5.00)

Course Introduction

The course presents theory in the context of real , data-driven examples, and then develops intuition to solve Problems. Students gain a practical perspective , seeing how models connect to real-world decisions being made in today 's firms and policy debates.

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	<p>A. Breeding professionals with expertise in general International Trade and Business</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing then development of Global Economy.</p> <p>D. Breeding professional with expertise in Marketing and Financial Management</p>	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, Practicum	Testing, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
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1	112/09/11 ~ 112/09/17	Case Study, and Joint Discussion : 1 (Job-Interview experiences & practices, How?)	
2	112/09/18 ~ 112/09/24	Case Study, and Joint Discussion : 2	
3	112/09/25 ~ 112/10/01	Case Study, and Joint Discussion : 3	
4	112/10/02 ~ 112/10/08	Case Study, and Joint Discussion : 4	
5	112/10/09 ~ 112/10/15	Case Study, and Joint Discussion : 5	
6	112/10/16 ~ 112/10/22	Case Study, and Joint Discussion : 6	
7	112/10/23 ~ 112/10/29	Case Study, and Joint Discussion : 7	
8	112/10/30 ~ 112/11/05	Case Study, and Joint Discussion : 8	
9	112/11/06 ~ 112/11/12	Writing within 500-word ESSAY or PROPOSSAL of marketing planning for a case to be the Mid-term Exam	
10	112/11/13 ~ 112/11/19	Case Study, and Joint Discussion : 10	
11	112/11/20 ~ 112/11/26	Case Study, and Joint Discussion : 11	
12	112/11/27 ~ 112/12/03	Case Study, and Joint Discussion : 12	
13	112/12/04 ~ 112/12/10	Case Study, and Joint Discussion : 13	
14	112/12/11 ~ 112/12/17	Case Study, and Joint Discussion : 14	
15	112/12/18 ~ 112/12/24	Case Study, and Joint Discussion : 15	
16	112/12/25 ~ 112/12/31	Case Study, and Joint Discussion : 16	
17	113/01/01 ~ 113/01/07	Case Study, and Joint Discussion : 17	
18	113/01/08 ~ 113/01/14	Writing within 500-word ESSAY or PROPOSSAL of marketing planning for a case to be the Term-End Exam	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Gender Equality Education Logical Thinking Sustainability issue
Requirement	None
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 15.0 % ◆ Other () : %
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.