

## Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	LII, PEI-CHI
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG8 Decent work and economic growth SDG11 Sustainable cities and communities 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 . Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management.			
Subject Departmental core competences			
A. Provide the basic knowledge of both theory and practices.(ratio:40.00) B. Enhance the practical training for the current trends.(ratio:40.00) C. Cultivate the ethics in business and management.(ratio:10.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:5.00) 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:5.00)			

Course Introduction	An understanding of how value is created through the integrated production and distribution of goods, services, and information, and an ability to analyze (compare and contrast, show causality, examine assumptions of) factors both internal and external of an organization. Students would be able to comprehend the concept of customer-oriented marketing strategies; the significance of buyers and markets; the selection of target markets; the art and science of product, place, price and promotional decision. Overall, students are expected to be able to write up a Strategic Marketing Plan.
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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	1. Help students understand the marketing function of an organization; 2. Help students comprehend managers' strategic roles in an organization; 3. Familiarize students with environmental factors related to marketing within and outside an organization.	Affective

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	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Course introduction and ice breaking	
2	112/09/18 ~ 112/09/24	Article discussion and analysis	

3	112/09/25 ~ 112/10/01	Article discussion and analysis	
4	112/10/02 ~ 112/10/08	No class; make-up time to be decided	
5	112/10/09 ~ 112/10/15	Article discussion and analysis	
6	112/10/16 ~ 112/10/22	Article discussion and analysis	
7	112/10/23 ~ 112/10/29	Article discussion and analysis	
8	112/10/30 ~ 112/11/05	Article discussion and analysis	
9	112/11/06 ~ 112/11/12	Article discussion and analysis	
10	112/11/13 ~ 112/11/19	Mid-term	
11	112/11/20 ~ 112/11/26	Article discussion and analysis	
12	112/11/27 ~ 112/12/03	Article discussion and analysis	
13	112/12/04 ~ 112/12/10	Article discussion and analysis	
14	112/12/11 ~ 112/12/17	Article discussion and analysis	
15	112/12/18 ~ 112/12/24	No class; make-up time to be decided	
16	112/12/25 ~ 112/12/31	Article discussion and analysis	
17	113/01/01 ~ 113/01/07	Article discussion and analysis	
18	113/01/08 ~ 113/01/14	Final exam	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking	

Requirement	
Textbooks and Teaching Materials	Using teaching materials from other writers:Reported cases
References	Marshall / Johnston, Marketing Management
Grading Policy	<p>◆ Attendance : 20.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other &lt;   &gt; :       %</p>
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>