

Tamkang University Academic Year 112, 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"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG12 Responsible consumption and production		
Departmental Aim of Education			
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			
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			
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	113/02/19 ~ 113/02/25	Course Introduction		
2	113/02/26 ~ 113/03/03	#1 Defining Marketing for the 21st Century Video (#1: Car Wash) + Confirm group members		
3	113/03/04 ~ 113/03/10	#2 Identifying Market Segments and Targets Video (#2: Swimsuits) + Submit personal class assignment		
4	113/03/11 ~ 113/03/17	#3 Setting Product Strategy and Marketing Through the Life Cycle Video (#3: City Tour) + Submit personal class assignment		
5	113/03/18 ~ 113/03/24	#3 Setting Product Strategy and Marketing Through the Life Cycle Video (#4: New dish) + Submit personal class assignment		
6	113/03/25 ~ 113/03/31	#4 Developing Pricing Strategies and Programs Video (#5: Sell Honey) + Submit personal class assignment		
7	113/04/01 ~ 113/04/07	Spring vacation		
8	113/04/08 ~ 113/04/14	Listen to a speech of Vice Principal of San Francisco State University		
9	113/04/15 ~ 113/04/21	Midterm Exam Week (Online exam on iclass)		
10	113/04/22 ~ 113/04/28	#5 Designing and Managing Integrated Marketing Channels Video (#7: Promotion Campaign for a Car) + Submit personal class assignment		
11	113/04/29 ~ 113/05/05	G1~3 need to do an oral presentation + #5 Designing and Managing Integrated Marketing Channels Video (#8: Vitamin) + Submit personal class assignment		
12	113/05/06 ~ 113/05/12	G4~6 need to do an oral presentation + #6 Designing and Managing Integrating Marketing Communications Video (#9: Dial Soap) + Submit personal class assignment		
13	113/05/13 ~ 113/05/19	G7~9 need to do an oral presentation #6 Designing and Managing Integrating Marketing Communications Video (#10: Ticket Package) + Submit personal class assignment		

14	113/05/20~ 113/05/26	School trip to experience marketing strategy of stores in tamsui old street (Tentative Arrangement)	
15	113/05/27~ 113/06/02	G10~12 need to do an oral presentation #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations Video (# 12 Promotion a Hotel) + Submit personal class assignment	
16	113/06/03~ 113/06/09	G13~15 need to 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	113/06/10~ 113/06/16	Final Exam Week (Online Exam on iclass)	
18	113/06/17~ 113/06/23	Flex week, learning activities should be arranged_Online Class by MS Team	
Key capabilities	self-directed learning Problem solving		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Project implementation course Special/Problem-Based(PBL) Courses		
Course Content	Logical Thinking Sustainability issue		
Requirement	See iclass		
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts		
References			
Grading Policy	◆ Attendance : 15.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 15.0 % ◆ Other 〈Group Report〉 : 40.0 %		

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>.

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