

## Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL MARKETING MANAGEMENT	Instructor	SUE CHIN YANG
Course Class	TLBBM1A MASTER'S PROGRAM, DEPARTMENT OF BANKING AND FINANCE (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
<b>Departmental Aim of Education</b>			
In full and advanced financial courses to cultivate the international professional financial talents with independent analysis, judgement, and problem solve abilities.			
<b>Subject Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. Cultivate advanced knowledge of financial theory.(ratio:20.00)</li> <li>B. Increase the skill of applied theory and practice.(ratio:25.00)</li> <li>C. Increase the ability of logical deduction.(ratio:25.00)</li> <li>D. Learning and use of financial research method.(ratio:20.00)</li> <li>E. Increase the ability to pass the exam of advanced financial professional certificate. (ratio:5.00)</li> <li>F. To have the potential of future advanced academic study.(ratio:5.00)</li> </ul>			
<b>Subject Schoolwide essential virtues</b>			
<ul style="list-style-type: none"> <li>1. A global perspective. (ratio:30.00)</li> <li>2. Information literacy. (ratio:10.00)</li> <li>3. A vision for the future. (ratio:5.00)</li> <li>4. Moral integrity. (ratio:5.00)</li> <li>5. Independent thinking. (ratio:30.00)</li> <li>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</li> <li>7. A spirit of teamwork and dedication. (ratio:10.00)</li> <li>8. A sense of aesthetic appreciation. (ratio:5.00)</li> </ul>			

Course Introduction	INTERNATIONAL MARKETING MANAGEMENT emphasizes the importance of the international environment for marketing activities and further discuss the impact of the same situation on businesses and consumers.
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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	You' ll learn to appreciate modern developments in marketing management theory and practice, exploring essential areas including global marketing, marketing strategy and marketing research.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEF	12345678	Lecture	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	International Management and Marketing	
2	113/02/26 ~ 113/03/03	International Management and Marketing	
3	113/03/04 ~ 113/03/10	report	

4	113/03/11 ~ 113/03/17	International Marketing Information	
5	113/03/18 ~ 113/03/24	International Marketing Information	
6	113/03/25 ~ 113/03/31	report	
7	113/04/01 ~ 113/04/07	International Marketing Information	
8	113/04/08 ~ 113/04/14	International Marketing Information	
9	113/04/15 ~ 113/04/21	report	
10	113/04/22 ~ 113/04/28	International Marketing Mix	
11	113/04/29 ~ 113/05/05	International Marketing Mix	
12	113/05/06 ~ 113/05/12	International Marketing Mix	
13	113/05/13 ~ 113/05/19	report	
14	113/05/20 ~ 113/05/26	International Marketing Controlling	
15	113/05/27 ~ 113/06/02	International Marketing Controlling	
16	113/06/03 ~ 113/06/09	International Marketing Controlling	
17	113/06/10 ~ 113/06/16	report	
18	113/06/17 ~ 113/06/23	report	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking	

Requirement	
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks
References	
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 9.0 %</li> <li>◆ Mark of Usual : 30.0 %</li> <li>◆ Midterm Exam : 1.0 %</li> <li>◆ Final Exam : %</li> <li>◆ Other 〈report〉 : 60.0 %</li> </ul>
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>