

Tamkang University Academic Year 113, 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 ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality		
Departmental Aim of Education			
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.			
Subject Departmental core competences			
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)			
Subject Schoolwide essential virtues			
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

Breeding professionals with expertise in Marketing and Financial 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	Breeding professionals with expertise in Marketing and Financial Management.	Cognitive
2	Breeding professionals with expertise in Marketing and Financial Management.	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, Experience	Testing, Discussion(including classroom and online)
2	ABCD	12345678	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	113/09/09~ 113/09/15	Case Study 1	

2	113/09/16 ~ 113/09/22	Case Study 2	
3	113/09/23 ~ 113/09/29	Case Study 3	
4	113/09/30 ~ 113/10/06	Case Study 4	
5	113/10/07 ~ 113/10/13	Case Study 5	
6	113/10/14 ~ 113/10/20	Case Study 6	
7	113/10/21 ~ 113/10/27	Case Study 7	
8	113/10/28 ~ 113/11/03	Case Study 8	
9	113/11/04 ~ 113/11/10	Case Study 9	
10	113/11/11 ~ 113/11/17	Case Study 10	
11	113/11/18 ~ 113/11/24	Case Study 11	
12	113/11/25 ~ 113/12/01	Case Study 12	
13	113/12/02 ~ 113/12/08	Case Study 13	
14	113/12/09 ~ 113/12/15	Case Study 14	
15	113/12/16 ~ 113/12/22	Case Study 15	
16	113/12/23 ~ 113/12/29	Case Study 16	
17	113/12/30 ~ 114/01/05	Case Study 17	
18	114/01/06 ~ 114/01/12	Discussion and Summary is to be conducted remotely	
Key capabilities	self-directed learning International mobility Social Participation		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Special/Problem-Based(PBL) Courses		

Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Name of teaching materials: Various Updated Cases are to be provided to dicusssion and analysis.
References	
Grading Policy	◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other 〈Analysis & Practices〉 : 100.0 %
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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.