

## Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	CHEN, TZU-YING
Course Class	TLOXM2A MASTER'S PROGRAM, DEPARTMENT OF RISK MANAGEMENT AND INSURANCE, 2A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
<b>Departmental Aim of Education</b>			
I. Emphasize on a monographic study on insurance, and enhance professional knowledge of insurance. II. Enhance training for analytical thinking, and strengthen problem-solving and analytical skills. III. Focus on industry-university cooperation, and combine theory and practical issues.			
<b>Subject Departmental core competences</b>			
A. Students will exhibit professional knowledge of risk management and insurance. (ratio:10.00) B. Students will exhibit the ability of operations management in risk management and insurance.(ratio:15.00) C. Students will exhibit communication, cooperation and integration skills.(ratio:15.00) D. Students will exhibit analytical and problem-solving skills.(ratio:25.00) E. Students will exhibit the ability to write thesis and report.(ratio:25.00) F. Students will exhibit international perspectives.(ratio:10.00)			
<b>Subject Schoolwide essential virtues</b>			
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: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:15.00)			

8. A sense of aesthetic appreciation. (ratio:5.00)

**Course Introduction**

This course provides an introduction to the study of marketing management. It will focus on the four instruments of marketing including product management, pricing strategies, channel management, and promotion skills. Students are expected to develop an understanding of how to implement marketing strategies in practice. Active participation in the class and group discussions is highly encouraged.

**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	To understand the fundamental concepts of marketing management	Cognitive
2	To implement theoretical knowledge of marketing management in practice	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, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDEF	12345678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
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1	113/09/09 ~ 113/09/15	Introduction	
2	113/09/16 ~ 113/09/22	Defining Marketing and the Marketing Process	
3	113/09/23 ~ 113/09/29	Defining Marketing and the Marketing Process	
4	113/09/30 ~ 113/10/06	Understanding the Marketplace and Consumer Value	
5	113/10/07 ~ 113/10/13	Holiday	No Class
6	113/10/14 ~ 113/10/20	Designing a Customer Value-Driven Strategy and Mix	
7	113/10/21 ~ 113/10/27	Designing a Customer Value-Driven Strategy and Mix	
8	113/10/28 ~ 113/11/03	Designing a Customer Value-Driven Strategy and Mix	
9	113/11/04 ~ 113/11/10	Case Discussion ( I ) / Group Presentation	
10	113/11/11 ~ 113/11/17	Group Presentation	
11	113/11/18 ~ 113/11/24	Group Presentation	
12	113/11/25 ~ 113/12/01	Case Discussion ( II )	
13	113/12/02 ~ 113/12/08	Case Discussion ( III )	
14	113/12/09 ~ 113/12/15	Case Discussion ( IV )	
15	113/12/16 ~ 113/12/22	Group Presentation	
16	113/12/23 ~ 113/12/29	Group Presentation	
17	113/12/30 ~ 114/01/05	Group Presentation / Case Discussion ( V )	
18	114/01/06 ~ 114/01/12	Flex Week	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Environmental Safety Green Energy Sustainability issue
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	行銷點子製造機：商業周刊30週年最強行銷點子精選；商業周刊出版。 創業基因啟動碼：商業周刊30週年最強創業案例精選；商業周刊出版。 管理妙招便利貼：商業周刊30週年最強管理案例精選；商業周刊出版。
Grading Policy	◆ Attendance： % ◆ Mark of Usual：30.0 % ◆ Midterm Exam： % ◆ Final Exam： % ◆ Other 〈Group Presentation〉：70.0 %
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>