

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	MARKETING	Instructor	TIEN, SHIH-WEI
Course Class	TAIXB1A DEPARTMENT OF INFORMATION AND COMMUNICATION, 1A	Details	◆ General Course ◆ Required ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production SDG17 Partnerships for the goals		
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 . Strengthening professional knowledge and ethics. II . Refining practical experience and skills. III . Developing creative thinking potentials.			
Subject Departmental core competences			
A. Basic concepts of information and communication.(ratio:40.00) B. Data analysis and Information interpretation.(ratio:5.00) C. Skills and technology applications.(ratio:5.00) D. Aesthetics and creative expression.(ratio:5.00) E. Trend insights of information and communication.(ratio:40.00) F. Abilities of proposal planning and writing and project execution.(ratio:5.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 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:20.00)			

Course Introduction	This course will bring an expansive understanding of theoretical and practical knowledge with core concepts. Since digital technologies have reshaped everyday practice, leading to a drastic shift in the reception of information, algorithms lead us to rethink reflexivity and subjectivity which relocate us to pay attention from one reels to another. Develop new competencies and earn valuable recognition to evolve the traffic measurement, cross- media planning, and implementation of interface marketing activity. Will deliver you contemporary insights that can be applied to the marketplace.			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	Advanced marketing management principles and applying it to the marketing plan. Implement an action plan at future opportunity using the knowledge and skills acquired through the course.			Affective
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	Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	114/02/17 ~ 114/02/23	Introduction: defining marketing CH1 Company and marketing strategy: partnering to build customer engagement, value and relationships		
2	114/02/24 ~ 114/03/02	CH2 Marketing: creating customer value and engagement		

3	114/03/03 ~ 114/03/09	CH3 Analyzing the marketing environment CH4 Managing marketing information to gain customer insights	
4	114/03/10 ~ 114/03/16	CH5 Understanding consumer and business buyer behavior	
5	114/03/17 ~ 114/03/23	CH6 Customer value-driven marketing strategy: creating value for target customers	
6	114/03/24 ~ 114/03/30	CH7 Products, services and brands: building customer value	
7	114/03/31 ~ 114/04/06	Children's Day	
8	114/04/07 ~ 114/04/13	CH8 Developing new products and managing the product life cycle	
9	114/04/14 ~ 114/04/20	Midterm Exam	
10	114/04/21 ~ 114/04/27	CH15 The global marketplace CH16 Sustainable marketing: social responsibility and ethics	
11	114/04/28 ~ 114/05/04	CH9 Pricing: understanding and capturing customer value	
12	114/05/05 ~ 114/05/11	CH10 Marketing channels: delivering customer value	
13	114/05/12 ~ 114/05/18	CH11 Retailing and wholesaling	
14	114/05/19 ~ 114/05/25	CH12 Engaging consumers and communicating customer value: advertising and public relations	
15	114/05/26 ~ 114/06/01	CH13 Personal selling and sales promotion	
16	114/06/02 ~ 114/06/08	CH14 Direct, online, social media, and mobile marketing	
17	114/06/09 ~ 114/06/15	Final Exam	
18	114/06/16 ~ 114/06/22	Keynote speech on Teams	
Key capabilities		International mobility	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	

Distinctive teaching	
Course Content	Sustainability issue
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks Name of teaching materials: Armstrong, G., Kotler, P., & Opresnik, O. M. (2022). Marketing: An Introduction (Global Edition). UK: Pearson International.
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 35.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</p>
Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>