

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	SHIH-CHANG HUNG
Course Class	TLBAB2A DEPARTMENT OF BANKING AND FINANCE DIVISION OF GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM),	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	2A SDG4 Quality education 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. 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.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
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)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
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

This course introduces marketing knowledge, including customer value, needs, insights, and behavior. Also, the short video is used to assist student learning.

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	Learning the Marketing Definition and Content.	Cognitive
2	Learning to Analyze the Marketing Environment and Make Marketing Strategy.	Cognitive
3	Learning to Understand Customer Needs and Value	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	Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

3	ABCD	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/02/17 ~ 114/02/23	Course Introduction		
2	114/02/24 ~ 114/03/02	Marketing: Creating Customer Value and Engagement		
3	114/03/03 ~ 114/03/09	Marketing: Creating Customer Value and Engagement		
4	114/03/10 ~ 114/03/16	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships		
5	114/03/17 ~ 114/03/23	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships, Practical Seminar		
6	114/03/24 ~ 114/03/30	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships		
7	114/03/31 ~ 114/04/06	Qingming Festival		
8	114/04/07 ~ 114/04/13	Analyzing the Marketing Environment		
9	114/04/14 ~ 114/04/20	Analyzing the Marketing Environment		
10	114/04/21 ~ 114/04/27	Managing Marketing Information to Gain Customer Insights		
11	114/04/28 ~ 114/05/04	Managing Marketing Information to Gain Customer Insights		
12	114/05/05 ~ 114/05/11	Consumer Markets and Buyer Behavior		
13	114/05/12 ~ 114/05/18	Consumer Markets and Buyer Behavior		
14	114/05/19 ~ 114/05/25	Practical Seminar		
15	114/05/26 ~ 114/06/01	Practical Seminar		
16	114/06/02 ~ 114/06/08	Practical Seminar		
17	114/06/09 ~ 114/06/15	Practical Seminar		
18	114/06/16 ~ 114/06/22	Flexible Teaching Week		
Key capabilities		self-directed learning		

Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)
Distinctive teaching	Project implementation course
Course Content	Logical Thinking Sustainability issue
Requirement	<ol style="list-style-type: none"> 1. You cannot affect other people in the class. 2. You can talk to me about any course problem using e-mail or MS Teams. 3. The course content follows the teaching progress. 4. The record of roll call cannot be revised. 5. If you are a free rider in the final report, the final grade will be reduced by 15 points. 6. You have to make a report, but you do not. The final grade will be reduced by 15 points. 7. The final grade will be reduced by 10 points if you delay the report presentation. 8. You cannot require the presentation time for the final report if you miss the presentation time. 9. Course things are adjusted in our course. If you do not attend our course on that date, it represents that you voluntarily give up your rights. 10. The teacher has a right to adjust everything in our course. <p>Grading Policy: Attendance - 40%, Final report - 50%, Share ideas (Midterm exam) - 10%</p>
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks, Videos
References	
Grading Policy	<p>◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 10.0 %</p> <p>◆ Final Exam : 50.0 %</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>