

## Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	TSENG, CHUNG-HUI
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 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	<p>SDG4 Quality education</p> <p>SDG12 Responsible consumption and production</p>		
<b>Departmental Aim of Education</b>			
<p>I. Acquisition of professional knowledge.</p> <p>II. Learning effective self-planning.</p> <p>III. Theoretical application of practical matters.</p> <p>IV. Interpersonal communication and teamwork.</p> <p>V. Analysis of problems and recommendations.</p> <p>VI. Awareness of Ethics as a global citizen.</p>			
<b>Subject Departmental core competences</b>			
<p>A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:40.00)</p> <p>B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:40.00)</p> <p>C. Students can demonstrate that they have capability in using information technology. (ratio:10.00)</p> <p>D. Students can demonstrate that they are critical thinkers.(ratio:10.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:5.00)</p> <p>2. Information literacy. (ratio:30.00)</p> <p>3. A vision for the future. (ratio:5.00)</p> <p>4. Moral integrity. (ratio:15.00)</p> <p>5. Independent thinking. (ratio:5.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:30.00)

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

**Course Introduction**

The course will introduce marketing mix, including product, price, place, and promotion. Through reading the textbook and seeing several videos, students will learn how to do marketing 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	Learn the definition of marketing and the content of marketing strategy	Cognitive
2	Learn STP process in marketing	Cognitive
3	Learn 4P (product/price/place/promotion) strategy in marketing mix	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	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

3	ABCD	12345678	Lecture, Discussion	Testing, 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	#1 Defining Marketing for the 21st Century Video (#1: Car Wash) + Confirm group members		
3	114/03/03 ~ 114/03/09	#2 Identifying Market Segments and Targets Video (#2: Swimsuits) + Submit personal class assignment		
4	114/03/10 ~ 114/03/16	#3 Setting Product Strategy and Marketing Through the Life Cycle Video (#3: City Tour) + Submit personal class assignment		
5	114/03/17 ~ 114/03/23	#3 Setting Product Strategy and Marketing Through the Life Cycle Video (#4: New dish) + Submit personal class assignment		
6	114/03/24 ~ 114/03/30	#4 Developing Pricing Strategies and Programs Video (#5: Sell Honey) + Submit personal class assignment		
7	114/03/31 ~ 114/04/06	Spring vacation		
8	114/04/07 ~ 114/04/13	#4 Developing Pricing Strategies and Programs Video (#6) + Submit personal class assignment		
9	114/04/14 ~ 114/04/20	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)		
10	114/04/21 ~ 114/04/27	#5 Designing and Managing Integrated Marketing Channels Video (#7: Promotion Campaign for a Car) + Submit personal class assignment		
11	114/04/28 ~ 114/05/04	G1~4 need to do an oral presentation + #5 Designing and Managing Integrated Marketing Channels Video (#8: Vitamin) + Submit personal class assignment		
12	114/05/05 ~ 114/05/11	G5~8 need to do an oral presentation + #6 Designing and Managing Integrating Marketing Communications Video (#9: Dial Soap) + Submit personal class assignment		
13	114/05/12 ~ 114/05/18	G9~12 need to do an oral presentation #6 Designing and Managing Integrating Marketing Communications Video (#10: Ticket Package) + Submit personal class assignment		

14	114/05/19~ 114/05/25	G13~16 need to do an oral presentation #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations	
15	114/05/26~ 114/06/01	G17~20 need to do an oral presentation #7Advertising, Sales Promotions, Events, and Experiences, and Public Relations Video (# 12 Promotion a Hotel) + Submit personal class assignment	
16	114/06/02~ 114/06/08	School trip to experience marketing strategy of stores in tamsui old street (Tentative Arrangement)	
17	114/06/09~ 114/06/15	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/06/16~ 114/06/22	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	
Key capabilities		self-directed learning Problem solving	
Interdisciplinary		STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	
Distinctive teaching		Project implementation course Special/Problem-Based(PBL) Courses	
Course Content		Logical Thinking Sustainability issue	
Requirement		See iclass	
Textbooks and Teaching Materials		Self-made teaching materials:Presentations, Handouts	
References			
Grading Policy		◆ Attendance : 15.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 15.0 % ◆ Other 〈Group Report〉 : 40.0 %	

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>.

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