

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

Course Title	SERVICE MARKETING & MANAGEMENT	Instructor	TSAI, YI-YING
Course Class	TLFBB4A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
Relevance to SDGs	SDG1 No poverty SDG2 Zero hunger SDG3 Good health and well-being for people SDG4 Quality education		
<b>Departmental Aim of Education</b>			
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.			
<b>Subject Departmental core competences</b>			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:15.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:20.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:25.00)			
<b>Subject Schoolwide essential virtues</b>			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:11.00) 3. A vision for the future. (ratio:16.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:13.00)			

7. A spirit of teamwork and dedication. (ratio:13.00)

8. A sense of aesthetic appreciation. (ratio:12.00)

**Course Introduction**

This course provides concepts of global service marketing, and to explain why brand are important. The class emphasizes the applications and tactics by means of realistic cases rather than theoretical issue. Students are expected to capable of explaining how branding applies to real market and understand challenge and opportunities in the job market.

**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	Develop skills to design and deliver high-quality service experiences.	Affective

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, Publication	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	Developing a brand strategy	
3	114/03/03 ~ 114/03/09	Creating value in the service economy	

4	114/03/10 ~ 114/03/16	Understanding service consumers	
5	114/03/17 ~ 114/03/23	Positioning services in competitive markets	
6	114/03/24 ~ 114/03/30	Developing service products and brands	
7	114/03/31 ~ 114/04/06	Digital communication Service	
8	114/04/07 ~ 114/04/13	Service pricing and revenue management	
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	case study	
11	114/04/28 ~ 114/05/04	Designing service processes	
12	114/05/05 ~ 114/05/11	Balancing demand and capacity	
13	114/05/12 ~ 114/05/18	Crafting the service environment	
14	114/05/19 ~ 114/05/25	Close Observation	
15	114/05/26 ~ 114/06/01	Graduate Exam	
16	114/06/02 ~ 114/06/08		
17	114/06/09 ~ 114/06/15		
18	114/06/16 ~ 114/06/22		
Key capabilities		self-directed learning Problem solving	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	
Distinctive teaching		Project implementation course	
Course Content		Logical Thinking AI application	

Requirement	1: Don't be late 2: Respect others 3: Implementing anti-epidemic policy
Textbooks and Teaching Materials	Self-made teaching materials:Handouts Using teaching materials from other writers:Presentations, Videos
References	
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 30.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < > : %
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>