

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL MARKETING MANAGEMENT	Instructor	SUE CHIN YANG
Course Class	TLBBM1A MASTER'S PROGRAM, DEPARTMENT OF BANKING AND FINANCE (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
In full and advanced financial courses to cultivate the international professional financial talents with independent analysis, judgement, and problem solve abilities.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Cultivate advanced knowledge of financial theory.(ratio:20.00) B. Increase the skill of applied theory and practice.(ratio:25.00) C. Increase the ability of logical deduction.(ratio:25.00) D. Learning and use of financial research method.(ratio:20.00) E. Increase the ability to pass the exam of advanced financial professional certificate. (ratio:5.00) F. To have the potential of future advanced academic study.(ratio:5.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:30.00) 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:5.00) 			

Course Introduction	INTERNATIONAL MARKETING MANAGEMENT emphasizes the importance of the international environment for marketing activities and further discuss the impact of the same situation on businesses and consumers.
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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	You' ll learn to appreciate modern developments in marketing management theory and practice, exploring essential areas including global marketing, marketing strategy and marketing research.	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	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	International Management and Marketing	
2	114/02/24 ~ 114/03/02	International Management and Marketing	
3	114/03/03 ~ 114/03/09	report	

4	114/03/10 ~ 114/03/16	International Marketing Information	
5	114/03/17 ~ 114/03/23	International Marketing Information	
6	114/03/24 ~ 114/03/30	report	
7	114/03/31 ~ 114/04/06	Children' s Day & Tomb Sweeping Day (No Class)	Children' s Day & Tomb Sweeping Day (No Class)
8	114/04/07 ~ 114/04/13	International Marketing Information	
9	114/04/14 ~ 114/04/20	report	
10	114/04/21 ~ 114/04/27	International Marketing Mix	
11	114/04/28 ~ 114/05/04	International Marketing Mix	
12	114/05/05 ~ 114/05/11	International Marketing Mix	
13	114/05/12 ~ 114/05/18	report	
14	114/05/19 ~ 114/05/25	International Marketing Controlling	
15	114/05/26 ~ 114/06/01	International Marketing Controlling	
16	114/06/02 ~ 114/06/08	International Marketing Controlling	
17	114/06/09 ~ 114/06/15	final exam	
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			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking	

Requirement	
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks
References	
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 9.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 1.0 % ◆ Final Exam : % ◆ Other 〈report〉 : 60.0 %
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>