

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	CHANG CHIEN, YU-TING
Course Class	TLMXM1A MASTER'S PROGRAM, DEPARTMENT OF INFORMATION MANAGEMENT, 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG11 Sustainable cities and communities SDG12 Responsible consumption and production		
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			
Devoting to the integration and research of information technology and business management knowledge, and cultivating, for the society, middle and higher level managers with both information capabilities and modern management skills.			
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			
<ul style="list-style-type: none"> A. Use of modern management knowledge.(ratio:20.00) B. Logical thinking.(ratio:10.00) C. Critical analysis.(ratio:10.00) D. Integration of information technology and business management.(ratio:20.00) E. Research and innovation.(ratio:15.00) F. Theory and applications of data analysis.(ratio:10.00) G. Information and communication security management.(ratio:5.00) H. Verbal and Writing Communication skills.(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			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 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:5.00) 			

Course Introduction	<p>In this course, you will explore the core concepts, strategies, and challenges of modern marketing. The course is divided into four parts:</p> <p>Marketing Fundamentals, Consumer Behavior, Marketing Mix Strategies, Contemporary Issues. Through case studies and interactive discussions, you will develop practical skills to analyze and solve real-world marketing problems.</p>
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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	In this course, the core concepts, strategies, and challenges of modern marketing. Through case studies and interactive discussions, you' ll develop practical skills to analyze and solve real-world marketing problems.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFGH	12345678	Lecture, Discussion, Experience	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	Introduction	
2	114/02/24 ~ 114/03/02	CHAPTER 1 行銷的本質 The essence of marketing	
3	114/03/03 ~ 114/03/09	CHAPTER 2 策略行銷規劃 Strategic Marketing Planning	

4	114/03/10~ 114/03/16	CHAPTER 3 行銷研究 Marketing Research	
5	114/03/17~ 114/03/23	CHAPTER 4 購買行為分析 Purchasing Behavior Analysis	
6	114/03/24~ 114/03/30	CHAPTER 5 市場區隔、目標市場與定位 Market segmentation, target market and positioning	
7	114/03/31~ 114/04/06	CHAPTER 6 產品策略 Product Strategy	
8	114/04/07~ 114/04/13	CHAPTER 7 品牌策略 Brand Strategy	
9	114/04/14~ 114/04/20	期中考週	
10	114/04/21~ 114/04/27	CHAPTER 8 行銷通路 Marketing channel	
11	114/04/28~ 114/05/04	CHAPTER 9 零售、商圈與物流管理 Retail, business district and logistics management	
12	114/05/05~ 114/05/11	CHAPTER 10 定價策略 Pricing strategy	
13	114/05/12~ 114/05/18	CHAPTER 11 整合行銷溝通與促銷策略 Integrating marketing communication and promotion strategies	
14	114/05/19~ 114/05/25	CHAPTER 12 廣告與人員銷售 Advertising and Personal Selling	
15	114/05/26~ 114/06/01	CHAPTER 13 服務行銷 Service Marketing	
16	114/06/02~ 114/06/08	CHAPTER 14 關係行銷 Relationship Marketing	
17	114/06/09~ 114/06/15	期末報告	
18	114/06/16~ 114/06/22	期末報告	
Key capabilities	self-directed learning International mobility Social Participation 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) In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching		
Distinctive teaching	USR curriculum Project implementation course		

Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks, Presentations Name of teaching materials: 行銷管理: 創新與挑戰 (2023年第6版) 作者：張國雄 出版社：雙葉書廊有限公司
References	
Grading Policy	◆ Attendance : 25.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 30.0 % ◆ Other () : %
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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.