

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	CROSS MEDIA MARKETING PLANNING	Instructor	TZU-HSIEN WU
Course Class	TAMXB3P DEPARTMENT OF MASS COMMUNICATION, 3P	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG11 Sustainable cities and communities 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 . Cultivating communication professionals with expertise in "storytelling" and "marketing communication." II. Training communication professionals with expertise in "cross-media and cross-disciplinary" information processing.			
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. Good communication skills: to have the capacity for communication, collaboration, and teamwork to accomplish "content production" and "cultural marketing" projects. (ratio:20.00) B. Good ethical values: to demonstrate fundamental ethics and morality in "content production" and "cultural marketing".(ratio:5.00) C. Good analytical skills: to demonstrate the capacity to comprehend and to critically analyze media trends and the current conditions of cultural and creative industries.(ratio:20.00) D. Good creativity: to demonstrate the capacity for logical reasoning and creative thinking in identifying, analyzing, and solving problems in "content production" and "cultural marketing".(ratio:25.00) E. Good execution skills: to demonstrate the capacity to integrate communication theories with media practices to implement and accomplish tasks in communication projects. (ratio:30.00)			
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:20.00) 3. A vision for the future. (ratio:5.00) 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:20.00)				
8. A sense of aesthetic appreciation. (ratio:20.00)				
Course Introduction	This course aims to help students advance in planning cross-media marketing communication. It covers integrated marketing communication and the proposal planning of real marketing projects. As a foundational course for seniors in the marketing program, it emphasizes practical implementation. The course will align learning units with the schedule of external competitions, training students to learn from real projects and expanding their understanding of the cross-media marketing communication industry.			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	Students will learn: 1. To understand and observe the marketing communication (Marcom) industry, and apply integrated marketing communication (IMC) theories in practice. 2. To cultivate strategic thinking regarding marketing communication and the messages it conveys. 3. To practice becoming more responsible consumers and potential advertising and marketing communicators in the future.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment

1	ABCDE	12345678	Discussion, Practicum, Experience	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	課程介紹；修課學生須參加競賽。第一週組隊，務必出席		學生組隊
2	114/09/22 ~ 114/09/28	競賽選題討論		
3	114/09/29 ~ 114/10/05	競賽準備進度報告、CMJ		
4	114/10/06 ~ 114/10/12	問題釐清與情境分析 競賽提案報告 Beta		
5	114/10/13 ~ 114/10/19	競賽提案報告討論 v.1		
6	114/10/20 ~ 114/10/26	競賽提案報告討論 v.2		
7	114/10/27 ~ 114/11/02	競賽提案報告討論 提交版		
8	114/11/03 ~ 114/11/09	Creative workflow & AI in Marcom		
9	114/11/10 ~ 114/11/16	#1 專家工坊：consumer insight、CJM、strategy & positioning		
10	114/11/17 ~ 114/11/23	#2 專家工坊：What to say, How to say, Materials		
11	114/11/24 ~ 114/11/30	Creative IMC plan		
12	114/12/01 ~ 114/12/07	Media Buy：mass media & digital media		
13	114/12/08 ~ 114/12/14	Inspectors Day		淡江校園；上課教室
14	114/12/15 ~ 114/12/21	Progress Report & Discussion		
15	114/12/22 ~ 114/12/28	Final report I		
16	114/12/29 ~ 115/01/04	Final report II		
17	115/01/05 ~ 115/01/11	online Presentation video、Reflection on learning		
18	115/01/12 ~ 115/01/18	online QA		
Key capabilities		self-directed learning Problem solving Interdisciplinary		

Interdisciplinary	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	Project implementation course
Course Content	Logical Thinking
Requirement	<p>#課綱會再微調更新，請以開學第一週課堂上公布的版本為準；</p> <p>1.本課程結合校外競賽，修課學生皆須參加競賽。</p> <p>2.本課程高度重視實作、討論背後的策略思考，欲修課的學生務必出席第一堂課程說明；課程第一週將會進行分組</p> <p>3.本課程鼓勵學生利用 AI 進行協作和互學，但學生必修遵守課堂的AI使用原則，若有違規，該實作以0分計算。依據透明和負責任的原則，本課程採取以下措施：</p> <p>(1)有條件開放，請註明如何使用生成式 AI 於作業或報告。學生應在課堂作業或報告中的「標題頁註腳」或「引用文獻後」簡要說明如何使用生成式 AI (例如進行議題發想、文字潤飾或或結構參考等)，並利用截圖、影片側錄作為備查證明、或是提供與AI對話連結頁面。</p> <p>(2)對於「個人反思報告」和「小組採訪作業」，禁止使用生成式 AI 工具進行撰寫。如果經查核發現使用生成式 AI 但未在作業或報告中標明，教師、學校或相關單位有權重新評分或不予計分。(詳見：生成式 AI 倫理聲明)</p> <p>4.病/事假出具假單者2次以下不扣分，病/事假請於下一次上課時補交假單，逾時不受理。如有病/事/公假相關之特殊情形請於學期第一堂課與任課教師討論，否則皆遵循此規則計分。</p> <p>5.點完名再進教室者即屬遲到。遲到等同於第一個小時缺席</p> <p>6.凡"小組報告"週次，未出席者，扣 " 學期總成績 " 5分。若欲請病假者，須持地區醫院(含)以上之診斷說明書請假，並須自行提出補救方案，在授課教師核可該方案及執行成果後，方可免予扣分。</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations</p> <p>Using teaching materials from other writers:Textbooks</p>

References	<p>汪志謙、朱海蓓 (2022) 。《峰值體驗：洞察隱而未知的需求，掌握關鍵時刻 影響顧客決策》。台北：天下雜誌。</p> <p>呂冠瑩 (2021) 。《廣告學概論：整合行銷傳播觀點(第二版)》。台北：滄海。</p> <p>高麗訓、陳雅言 (2022) 。《ESG品牌創新六部曲》。台北：時報。</p> <p>汪志謙、朱海蓓 (2024) 。《峰值體驗2：增量 / 存量雙增長的戰略思維 實現 商業效益指數型躍進的關鍵洞察與落地》。台北：天下雜誌。</p> <p>葉明桂 (2023) 。《學 品牌：一個40年廣告老師傅的壓箱絕活》。台北：時報 文化。</p> <p>Barry, P.著/劉翰雲譯 (2019) 。《廣告行銷自學聖經》。台北：原點出版；大雁文化發行。</p> <p>楊名皓 (Miles Young) 著/莊淑芬、高嵐譯 (2019) 。《數位時代的奧格威談廣告：聚焦消費洞察，解密品牌行銷》。台北：天下雜誌。</p> <p>許子謙、米卡 (2018) 。《用行銷改變世界：品牌力背後觸動人心的商業洞察》。台北：大寫出版；大雁文化發行。</p> <p>Kotler, P., Kartajaya, H., & Setiawan, I. (2023). Marketing 6.0: The Future is Immersive. John Wiley & Sons Singapore Pte.</p> <p>葉明桂 (2017) 。《品牌的技術和藝術：向廣告鬼才葉明桂學洞察力與故事力》。台北：時報文化。</p> <p>Sterne, Jim著/徐瑞珠譯 (2018) 。《AI行銷學：客戶分析x社群媒體監看x聊天 機器人》。台北：碁峰資訊。</p> <p>陳萬達 (2012) 。《媒體企劃：跨媒體行銷趨勢與傳播策略》。台北：威仕曼文化。</p>
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other 〈競賽進度〉 : 50.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>