

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	INTERNATIONAL MARKETING	Instructor	PEI-CHUN CHEN
Course Class	TLFCM1A INTERNATIONAL INTENSE MASTER'S PROGRAM IN INTERNATIONAL ECONOMY AND TRADE, DEPARTMENT OF INTERNATIONAL BUSINESS	Details	◆ General Course ◆ Required ◆ One Semester ◆ 2 Credits
Relevance to SDGs	(ENGLISH-TAUGHT PROGRAM), 1A 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 . 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.			
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. Breeding professionals with expertise in general International Trade and International Business.(ratio:25.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:25.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:25.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:25.00)			
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:15.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:15.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00)			

7. A spirit of teamwork and dedication. (ratio:15.00)				
8. A sense of aesthetic appreciation. (ratio:10.00)				
Course Introduction	This course explores the dynamic world of international marketing, preparing students to understand and navigate diverse international markets. Covering key areas such as economic and cultural environments, trade agreements, branding, pricing, market entry strategies, and global communication, students will develop strategic thinking and practical skills for international success. Topics also include digital marketing, corporate social responsibility, and building competitive advantage.			
<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	1. Analyze global economic, political, legal, and cultural environments.			Cognitive
	2. Evaluate market entry strategies and global segmentation approaches.			
	3. Apply marketing mix decisions in international contexts, including branding, pricing, and communication.			
	4. Understand the impact of digital transformation and corporate social responsibility on global marketing.			
	5. Develop strategic thinking for managing cross-border marketing activities effectively.			
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, Study Assignments, Discussion(including classroom and online)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Chapter 1: Introduction to Global Marketing		
2	114/09/22 ~ 114/09/28	Chapter 2: The Global Economic Environment		
3	114/09/29 ~ 114/10/05	Chapter 3: Regional Market Characteristics and Preferential Trade Agreements		
4	114/10/06 ~ 114/10/12	Chapter 4: Social and Cultural Environments		
5	114/10/13 ~ 114/10/19	Chapter 5: The Political, Legal, and Regulatory Environments		
6	114/10/20 ~ 114/10/26	Chapter 6: Global Information Systems and Market Research		
7	114/10/27 ~ 114/11/02	Chapter 7: Segmentation, Targeting, and Positioning		
8	114/11/03 ~ 114/11/09	Midterm Exam/Midterm Assessment Week <teacher (s) can adjust the week as needed>		
9	114/11/10 ~ 114/11/16	Chapter 8: Importing, Exporting, and Sourcing + Chapter 9: Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances		
10	114/11/17 ~ 114/11/23	Chapter 10: Brand and Product Decisions In Global Marketing + Chapter 11: Pricing Decisions		
11	114/11/24 ~ 114/11/30	Chapter 12: Global Marketing Channels and Physical Distribution		
12	114/12/01 ~ 114/12/07	Chapter 13: Global Marketing Communications Decisions I & II		
13	114/12/08 ~ 114/12/14	Chapter 15: Digital Revolution		
14	114/12/15 ~ 114/12/21	Chapter 16: Strategic Elements of Competitive Advantage		
15	114/12/22 ~ 114/12/28	Chapter 17: Leadership, Organization, and Corporate Social Responsibility.		
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments : Final W. 1		
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teacher (s) : Final W. 2		

18	115/01/12~ 115/01/18	Flexible Teaching Week for Teacher (s) : Final W. 3	
Key capabilities	self-directed learning International mobility Information Technology Social Participation Humanistic Caring Problem solving Interdisciplinary		
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			
Course Content	Logical Thinking AI application Sustainability issue		
Requirement	1. Timely submission of assignments/reports/discussions: Please submit all assignments, reports, and discussions before the deadline [Deadline: Date + Time]. 2. Respect and communication: Please maintain respectful, professional, and rational communication with both peers and the professor. 3. Attendance: Please maintain regular attendance to ensure a comprehensive understanding of the course content and active participation in activities. 4. Course materials: Students should evaluate their own need for course materials. If required, please purchase them legally on your own. 5. Rules of exam in this course: A. Make-up Exam Application B. Make-up Exam Grading Standard C. Exam Deadline		
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks, Videos		
References	Keegan, W. J., & Green, M. C. (2011). Global marketing (Six edition, Global edition.). Prentice-Hall.		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other 〈 〉 : %		

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>
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