

## Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	MARKETING PLANNING AND STRATEGY	Instructor	YI-CHENG LIU
Course Class	TLFXM1A MASTER'S PROGRAM, DEPARTMENT OF INTERNATIONAL BUSINESS, 1A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG10 Reducing inequalities		
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:15.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 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		Breeding professionals with expertise in Marketing and Financial Management.		
<p><b>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</b></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	Breeding professionals with expertise in Marketing and Financial Management.			Cognitive
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, Study Assignments
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Case Study 1		
2	114/09/22 ~ 114/09/28	Case Study 2		
3	114/09/29 ~ 114/10/05	Case Study 3		
4	114/10/06 ~ 114/10/12	Case Study 4		

5	114/10/13 ~ 114/10/19	Case Study 5	
6	114/10/20 ~ 114/10/26	Case Study 6	
7	114/10/27 ~ 114/11/02	Case Study 7	
8	114/11/03 ~ 114/11/09	Case Study 8	
9	114/11/10 ~ 114/11/16	Case Study 9	
10	114/11/17 ~ 114/11/23	Case Study 10	
11	114/11/24 ~ 114/11/30	Case Study 11	
12	114/12/01 ~ 114/12/07	Case Study 12	
13	114/12/08 ~ 114/12/14	Case Study 13	
14	114/12/15 ~ 114/12/21	Case Study 14	
15	114/12/22 ~ 114/12/28	Case Study 15	
16	114/12/29 ~ 115/01/04	Case Study 16	
17	115/01/05 ~ 115/01/11	An assignment conducted remotely via i class system without in person on the campus.	
18	115/01/12 ~ 115/01/18	An assignment conducted remotely via i class system without in person on the campus.	
Key capabilities		self-directed learning International mobility Problem solving	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	
Distinctive teaching		Game-based learning courses Project implementation course	
Course Content		Intellectual Property (learning intellectual property) Logical Thinking	
Requirement		Zero reports and zero presentations. 20% each goes to assignments on 17th, and 18th week.	

Textbooks and Teaching Materials	Self-made teaching materials:Presentations, journals
References	
Grading Policy	<p>◆ Attendance :                %    ◆ Mark of Usual :                %    ◆ Midterm Exam :                %</p> <p>◆ Final Exam :                %</p> <p>◆ Other 〈Dicussion Analysis〉 : 100.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.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>.</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>