

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

Course Title	SEMINAR IN MARKETING MANAGEMENT	Instructor	TSENG, TZU-LAN
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ Blended Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure 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 . Develop a business and management perspective for students. II . Train the professionals in the integrated fields of business and management. III . Cultivate the talents with both theory and practices in business and management.			
Subject Departmental core competences			
A. Provide the basic knowledge of both theory and practices.(ratio:40.00) B. Enhance the practical training for the current trends.(ratio:40.00) C. Cultivate the ethics in business and management.(ratio:10.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 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:10.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	This course explores emerging topics in marketing management with a focus on AI marketing and social media strategies. Students will examine how technology transforms consumer engagement and marketing decision-making through academic readings, case studies, and seminar discussions. The instructor reserves the right to adjust the course content.
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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	To develop students' cognitive understanding of key marketing theories with a focus on AI and social media strategies.	Cognitive
2	To cultivate students' ethical awareness, positive attitudes, and value-driven perspectives in applying marketing strategies, especially in AI and social media contexts.	Affective
3	To enhance students' ability to apply marketing tools and techniques through hands-on activities and real-world case analysis.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	1235	Lecture, Discussion, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	CD	245678	Lecture, Discussion, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

3	BCD	1378	Lecture, Discussion, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Course Introduction		
2	114/09/22 ~ 114/09/28	AI-Driven Personalization and Predictive Marketing		
3	114/09/29 ~ 114/10/05	No class – National Day (National Holiday)		
4	114/10/06 ~ 114/10/12	No class – National Day (National Holiday)		
5	114/10/13 ~ 114/10/19	Social Media Ecosystems and Platform Strategy		
6	114/10/20 ~ 114/10/26	Influencer Marketing and Online Communities (Online Asynchronous Instruction)		(Online Asynchronous Instruction)
7	114/10/27 ~ 114/11/02	Content Creation and Engagement in the Age of AI (Online Asynchronous Instruction)		(Online Asynchronous Instruction)
8	114/11/03 ~ 114/11/09	Sentiment Analysis and Social Listening		
9	114/11/10 ~ 114/11/16	Mid term report		
10	114/11/17 ~ 114/11/23	AI Tools for Marketing Analytics and Campaign Optimization		
11	114/11/24 ~ 114/11/30	Ethical Challenges of AI in Social Advertising		
12	114/12/01 ~ 114/12/07	Social CRM and AI-Enhanced Customer Relationships		
13	114/12/08 ~ 114/12/14	Digital Storytelling and AI-Generated Content (Online Asynchronous Instruction)		(Online Asynchronous Instruction)
14	114/12/15 ~ 114/12/21	Cross-Cultural Social Media Strategies (Online Asynchronous Instruction)		(Online Asynchronous Instruction)
15	114/12/22 ~ 114/12/28	The Future of Marketing		
16	114/12/29 ~ 115/01/04	Final term report		
17	115/01/05 ~ 115/01/11	Brand Management in the Social Era I (video)		
18	115/01/12 ~ 115/01/18	Brand Management in the Social Era II (video)		
Key capabilities		self-directed learning Information Technology Problem solving		

Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)
Distinctive teaching	Industry-university collaboration courses Special/Problem-Based(PBL) Courses Learning technologies (such as AR/VR,etc.) incorporated to physical courses
Course Content	AI application
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 30.0 %    ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 35.0 %</p> <p>◆ Other &lt; &gt; : %</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>