

Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education		
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 . Acquisition of professional knowledge. II . Learning effective self-planning. III . Theoretical application of practical matters. IV . Interpersonal communication and teamwork. V . Analysis of problems and recommendations. VI . Awareness of Ethics as a global citizen.			
Subject Departmental core competences			
A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:40.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:40.00) C. Students can demonstrate that they have capability in using information technology. (ratio:10.00) D. Students can demonstrate that they are critical thinkers.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:5.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

7. A spirit of teamwork and dedication. (ratio:30.00)				
8. A sense of aesthetic appreciation. (ratio:5.00)				
Course Introduction		<p>The gold standard for today’ s marketing management student.</p> <p>Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice.</p> <p>The world of marketing is changing everyday—and in order for students to have a competitive edge, they need a textbook that reflects the best of today’ s marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today’ s marketing theory and practice.</p>		
<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	Understand the place and contribution of marketing to the business enterprise. Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data.			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	Testing, Discussion(including classroom and online)
Course Schedule				
Week	Date	Course Contents		Note
1	115/02/23 ~ 115/03/01	Introduction of the Course		

2	115/03/02 ~ 115/03/08	Chapter 01 Marketing: Creating Customer Value and Engagement	
3	115/03/09 ~ 115/03/15	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
4	115/03/16 ~ 115/03/22	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
5	115/03/23 ~ 115/03/29	Chapter 03 Analyzing the Marketing Environment	
6	115/03/30 ~ 115/04/05	Chapter 03 Analyzing the Marketing Environment	
7	115/04/06 ~ 115/04/12	Holiday	
8	115/04/13 ~ 115/04/19	San Francisco State University Vice President Amy Sueyoshi · Topic: 「Sexual Minorities’ Leadership in the Workplace: Challenges and Opportunities」 ·	Ching-sheng. International. Conference. Hall
9	115/04/20 ~ 115/04/26	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	115/04/27 ~ 115/05/03	Chapter 04 Managing Marketing Information to Gain Customer Insights	
11	115/05/04 ~ 115/05/10	Chapter 05 Understanding Consumer and Business Buyer Behavior	
12	115/05/11 ~ 115/05/17	Chapter 06 Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	
13	115/05/18 ~ 115/05/24	Chapter 07 Products, Services, and Brands: Building Customer value	
14	115/05/25 ~ 115/05/31	Group Presentation-Group 1~Group 3	
15	115/06/01 ~ 115/06/07	Group Presentation-Group 4 ~Group 6	
16	115/06/08 ~ 115/06/14	Final Week of Diverse Assessments	
17	115/06/15 ~ 115/06/21	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/06/22 ~ 115/06/28	Flexible Teaching Week for Teachers	
Key capabilities		Problem solving	

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>Course rules</p> <ol style="list-style-type: none"> 1. QR Code attendance system will be held in every class every week. 2. Please form your own groups of 3-4 students. The teacher will not participate in the grouping. Please choose your group members carefully. 3. Please send the group list to the teacher EMIAL before the third week of class. 4. There will be group discussions and case discussions in class. Students are invited to participate in the physical class for discussion. 5. This course has a midterm exam. 6. The final exam for this course is to write and listen to the final report. The final report will be submitted during the final exam week. 7. Photocopying of textbooks is prohibited. 8. The way to submit the discussion for the usual course case group is to upload the discussion files to the iclass system. 9. Other grading includes group discussions in each week's classes, individual homework assignments in each week's classes, and group final reports. Group discussions in each weekly class account for 5%, and individual homework in each weekly class account for 5%. The final report accounts for 40%.
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks
References	Marketing Management: A Strategic Decision-Making Approach. 8th Edition. By John Mullins and Orville Walker.
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 10.0 %</p> <p>◆ Final Exam : 10.0 %</p> <p>◆ Other 〈Report, Dsicussion〉 : 70.0 %</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>