**Global Learning Initiatives Program Course Syllabus**

Please complete the following form in English. The information will be updated to the Global Learning Initiatives Program website for students’ reference. If you will be offering more than one course, please fill out one form per course offered. Examples in grey.

**Course Information**

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| --- | --- |
| Course Name  \*provide the **English** course name of the course. | Modern Marketing Perspectives |
| Lecturer(s)  \*provide the lecturers’ **English** name. If there are more than one lecturer, please indicate all lecturers in the column. | Roland Gau |
| Course Description  \*briefly describe the contents covered in the courses. | This course builds on the fundamentals of the marketing process (STP – Segmentation, Targeting, and Positioning; the 4 P's – Product, Price, Promotion, and Place/Channels) and takes an analytical approach to the study of modern marketing problems of business firms and other types of organizations.  A case study approach will be used to explore a variety of modern topics, including sustainability and technology, through the lens of ethics, social justice, and how vulnerable consumers interact with the marketplace.  Homework and Assignments:  Students will work on 3 major case analyses in assigned teams. Teams are expected to use the assigned case study as a starting point, integrate additional research (financial reports, reputable articles, etc.), and propose a marketing strategy to address the key issues brought up in the case. Similarly the final project will require teams to choose a topic, similar in depth and nature to the case analyses, and perform an analysis of greater rigor.  Beyond the case analyses and final project, students will also be evaluated on class participation, with the expectation that students participate both with formal presentations, as well as in informal discussions in class. Students will be assigned discussion leadership roles throughout the semester that will include academic-conference-style presentations of research. All students are expected to actively participate in discussions on content topics each week. Additionally, for each content topic, students will submit weekly, brief, 1-page reflection papers that are intended present individual thoughts on the reading topics.  Exams and Quizzes:  Students will be responsible for 2 open-note, exams where students will be expected to demonstrate literacy of the topics covered in class, as well as potential applications of those ideas. Exams will require that students: 1) describe the core conceptual background of key topics covered in class, 2) identify key strategic factors for successful marketing solutions, and/or 3) relevant marketing tactics to accomplish goals associated with the key strategic factors.   * TurnItIn.com for paper submissions. * Course documents (syllabus, grading rubrics, etc.) will be available online (website TBA). * Required/optional readings and cases will be available online (website TBA). * Electronic journal databases and/or Google Scholar will be used for the Case Analyses. |
| Course Objectives  \*list out knowledge or skills students should acquire upon completion of course. | Students will use real-life case studies, combined with research beyond the cases, as the inspiration for proposed marketing strategies to address focal issues related to the course content. |
| Suggested Proficiencies  (if any)  \*list preferred knowledge or skills students should have before taking the course. | Marketing Management or Instructor Approval |
| Reading List  (if any)  \*list out the textbooks, references, or other reading materials. | Required reading list and case documents will be available online (website TBA). |
| Grading Criteria  \*how would the students be assessed during the course. | Exams – 25%  Class Participation (including weekly writeups) – 20%  Case Analyses – 30%  Final Project Paper – 20%  Final Project Presentation – 5% |

**Course Schedule**

Please complete the following table with the dates and expected course topics. If there are more than one lecturers instructing the course, please also indicate the lecturer for each class.

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| Class | Date (YYYY/MM/DD) | Course Topic | Lecturer |
| 1 | 2022/9/15 | Course Introduction and Marketing Review; Case Study Method | Roland Gau |
| 2 | 2022/9/22 | Sustainability I - New Product/Service Design | Roland Gau |
| 3 | 2022/9/29 | Sustainability II - Consumption | Roland Gau |
| 4 | 2022/10/6 | Case 1 - Technology and Sustainability - INTRO | Roland Gau |
| 5 | 2022/10/13 | \*\*\*Field Trip to Taipei Innotech Expo\*\*\* https://www.inventaipei.com.tw/index.html | Roland Gau |
| 6 | 2022/10/20 | Technology, Innovation, and the Digital Divide – Discussion Case 1 - Technology and Sustainability - DISCUSSION | Roland Gau |
| 7 | 2022/10/27 | Modern Business Ethics I - Corporate Social Responsibility Case 2 – CSR and the Triple Bottom Line - INTRO | Roland Gau |
| 8 | 2022/11/3 | Modern Business Ethics I - Share/Stakeholder Theory; Triple Bottom Line Case 2 - CSR and the Triple Bottom Line - DISCUSSION | Roland Gau |
| 9 | 2022/11/10 | Take-home Exam 1 (Weeks 1 through 8) | Roland Gau |
| 10 | 2022/11/17 | Modern Marketing Paradigms I - Non-Profit and Cause Marketing | Roland Gau |
| 11 | 2022/11/24 | Modern Marketing Paradigms II - Social Entrepreneurship | Roland Gau |
| 12 | 2022/12/1 | Modern Marketing Paradigms III - Transformative and Participatory Action Perspectives Case 3 - Societal Marketing - INTRO | Roland Gau |
| 13 | 2022/12/8 | Subsistence Marketplaces I | Roland Gau |
| 14 | 2022/12/15 | Subsistence Marketplaces II Case 3 - Societal Marketing - DISCUSSION | Roland Gau |
| 15 | 2022/12/22 | Final Project – Proposal | Roland Gau |
| 16 | 2022/12/29 | Final Project – Status Report | Roland Gau |
| 17 | 2023/1/5 | Exam 2 (Weeks 9 through 13) | Roland Gau |
| 18 | 2023/1/12 | Final Project Presentations | Roland Gau |