

Tamkang University Academic Year 103, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOURISM MARKETING	Instructor	CHIEN-MU YEH
Course Class	TQVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 3 Credits
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			
To develop talented managers with international competitive advantage in the tourism industry.			
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			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	<p>This course is designed to help students understand the fundamental concepts, theories and practices of tourism marketing. The tourism industry faces rapid changes. The applications students learn today may not be able to apply three years from now. Thus, students need to have a basic understanding of marketing theories to manage a variety of industry situations.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	To understand the fundamental concepts, theories and practices of tourism marketing	C1	ABD
2	To understand the fundamental concepts, theories and practices of tourism marketing	C4	ABD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To understand the fundamental concepts, theories and practices of tourism marketing	Lecture, Discussion, Simulation, Practicum	Written test, Report, Participation
2	To understand the fundamental concepts, theories and practices of tourism marketing	Lecture, Discussion, Simulation, Practicum, Problem solving	Written test, Practicum, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/09/15~ 103/09/21	Course Introduction	
2	103/09/22~ 103/09/28	Marketing for Hospitality and Tourism	
3	103/09/29~ 103/10/05	Service Characteristics	
4	103/10/06~ 103/10/12	Consumer Markets and Consumer Buying Behavior	
5	103/10/13~ 103/10/19	Organizational Buyer Behavior Of Group Market	
6	103/10/20~ 103/10/26	Market Segmentation, Targeting and Positioning	
7	103/10/27~ 103/11/02	Designing and Managing Products	
8	103/11/03~ 103/11/09	Pricing Products	
9	103/11/10~ 103/11/16	Distribution Channels	
10	103/11/17~ 103/11/23	Midterm Exam Week	
11	103/11/24~ 103/11/30	Promotion Products: Communication and Promotion Policy and Advertising	
12	103/12/01~ 103/12/07	Promoting Products: Public Relations and Sales Promotion	

13	103/12/08 ~ 103/12/14	Professional Sales	
14	103/12/15 ~ 103/12/21	Direct and Online Marketing	
15	103/12/22 ~ 103/12/28	Destination Marketing	
16	103/12/29 ~ 104/01/04	Group Presentation	
17	104/01/05 ~ 104/01/11	Group Presentation	
18	104/01/12 ~ 104/01/18	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Kotler, P, Bowen, J. T. & Makens, J. C. (2014). Marketing for Hospitality and Tourism. Boston: Pearson.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other (Marketing Plan) : 50.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		