

Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	TRADE SHOW AND EVENT MARKETING	Instructor	TSENG, CHUNG-HUI
Course Class	TLFXB3A DEPARTMENT OF INTERNATIONAL BUSINESS, 3A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 2 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			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>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.</p> <p>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.</p>			
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			
<p>A. Breeding professionals with expertise in general International Trade and International Business.</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>			
Course Introduction	<p>This course, tradeshow and event marketing, is to introduce the content and strategies of event marketing, including three Es and five Ps. Event marketing is marketing management of conventions, expositions, seminars, celebrations, anniversaries, receptions political rallies, training programs, etc. Three Es of event marketing are entertainment, excitement, and enterprise. Five Ps of event marketing are product, price, place, public relations, and positioning. This course will also arrange several practical assignments to help students experience and learn the skill of event marketing more.</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	Learn the concept of trade show and event marketing	C3	ABCD
2	Learn how to plan a trade show and an event	C3	ABCD
3	Learn how to operate a trade show and an event	C3	ABCD
4	Learn how to evaluation the performance of a trade show and an event	C3	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Learn the concept of trade show and event marketing	Lecture, Discussion	Written test, Participation
2	Learn how to plan a trade show and an event	Lecture, Practicum	Practicum, Report
3	Learn how to operate a trade show and an event	Lecture, Discussion, Practicum	Practicum, Report
4	Learn how to evaluation the performance of a trade show and an event	Lecture, Discussion, Practicum	Practicum, Report

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	104/02/24 ~ 104/03/01	Course Introduction	
2	104/03/02 ~ 104/03/08	Chapter 1 An overview of the event field + Watch video tape	
3	104/03/09 ~ 104/03/15	Chapter 2 Perspectives on events + Watch video tape	
4	104/03/16 ~ 104/03/22	Chapter 3 Event impacts and legacies + Watch video tape	
5	104/03/23 ~ 104/03/29	Chapter 4 The strategic planning function + Watch video tape	
6	104/03/30 ~ 104/04/05	Chapter 5 Conceptualising the event + Watch video tape	
7	104/04/06 ~ 104/04/12	Spring Vocation	
8	104/04/13 ~ 104/04/19	Chapter 6 Project management for events + Watch video tape	
9	104/04/20 ~ 104/04/26	Chapter 7 Financial management and events + Watch video tape	
10	104/04/27 ~ 104/05/03	Midterm Exam Week	

11	104/05/04 ~ 104/05/10	Chapter 8 Human resource management and events + Watch video tape	
12	104/05/11 ~ 104/05/17	Chapter 9 Marketing planning for events + Watch video tape	
13	104/05/18 ~ 104/05/24	Chapter 10 Promotion: integrated marketing communication for events + Project Presentation	
14	104/05/25 ~ 104/05/31	Chapter 11 Sponsorship of special events + Project Presentation	
15	104/06/01 ~ 104/06/07	Chapter 12 Sustainable event management + Project Presentation	
16	104/06/08 ~ 104/06/14	Chapter 13 Event tourism planning + Project Presentation	
17	104/06/15 ~ 104/06/21	Chapter 16 Event evaluation and research + Project Presentation	
18	104/06/22 ~ 104/06/28	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Will be announced in the first class		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (Project presentation) : 30.0 %		
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.		