

Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	BUSINESS EVENT MARKETING AND PLANNING	Instructor	WEILI JASMINE CHEN
Course Class	TQVXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 3A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ 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>The scenario-based course will focus on meetings, expositions, events, and conventions (MEEC) industry of how it continues to grow and garner increasing attention from the hospitality industry, trading & NGO organizations, and the global citizens. A well thought out marketing plan and promotional strategy can be critical to an event's success. Future career opportunities for MEEC include: event, meeting, and wedding planner; hotel or conference center sales; destination marketing and management to develop strategies for a greener globe in environmental, social, economic, and cultural aspects.</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	Students will understand and apply core competencies of MEEC	C6	D
2	Students will recognize, identify, and use new technologies that support meeting marketing and hospitality communications	P4	E
3	Students will understand and deliver green meeting marketing and programmes.	A6	AC

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will understand and apply core competencies of MEEC	Problem solving	Participation, Outcome
2	Students will recognize, identify, and use new technologies that support meeting marketing and hospitality communications	Simulation	Practicum
3	Students will understand and deliver green meeting marketing and programmes.	Problem solving	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	Key players of Meetings, Expositions, Events, and Convention Industry (MEEC)	
2	104/03/02 ~ 104/03/08	MEEC organizer and sponsors (CH2)	
3	104/03/09 ~ 104/03/15	Destination Marketing and cases (CH 3)	3/10 No class (content will be covered in fieldtrip)
4	104/03/16 ~ 104/03/22	Review of MICE core competencies	
5	104/03/23 ~ 104/03/29	Scenarios, analysis, and demonstration of MEEC	
6	104/03/30 ~ 104/04/05	Special event management (I)	
7	104/04/06 ~ 104/04/12	Spring break--no class	
8	104/04/13 ~ 104/04/19	Planning and producing MEEC gatherings (CH9); 4/xx (Sat) Course fieldtrip (7:30~1600)	
9	104/04/20 ~ 104/04/26	Marketing plan--Critics, Cases, and Creation (Module 26); Week 10 Promotion plan--goals and targets	5/1 (Fri) fieldtrip (1230~1800)
10	104/04/27 ~ 104/05/03	Midterm Exam Week	

11	104/05/04 ~ 104/05/10	New technologies that support meeting marketing and communications (CH12)	
12	104/05/11 ~ 104/05/17	MEEC marketing demonstration	
13	104/05/18 ~ 104/05/24	Web portals, social media and digital marketing cases	5/19 no class (content covered in fieldtrip)
14	104/05/25 ~ 104/05/31	Special event management (II)	
15	104/06/01 ~ 104/06/07	Green meetings and social responsibility with cases (CH13)	
16	104/06/08 ~ 104/06/14	Meeting and convention venues	Student reports due
17	104/06/15 ~ 104/06/21	Synthesis, reflection, and evaluation of student MEEC programmes	
18	104/06/22 ~ 104/06/28	Final Exam Week	
Requirement	<p>ALWAYS use respect and courtesy when responding to others during class sessions.</p> <p>1. Points will be deducted for late work (-10% per calendar day late) unless negotiated with the instructor in advance of the due date. Please plan ahead to avoid last-minute technology problems. (無故作業遲交者：24小時內扣10%；24小時後不收件·不接受求情)。</p> <p>2. Any leave excuse shall be communicated to the instructor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師·否則視為缺席)</p> <p>3. The following behaviors will be STRONG discouraged (using cell phones, iPod, iPad, lap top computers that are not related to course; games, putting make-ups, napping, & reading one' s own materials in classes; longer than 5-min leave from classroom without notice to instructor). Those who conduct the above mentioned acts for three times will get a 0% participation for grade.) 「心思不在課堂者」(如：課程進行間學生若無故使用手機及iPad, iPod等、傳簡訊、玩電玩、打撲克牌、化妝、無故睡覺、看自己的書、離開教室超過5分鐘者·該堂課的參與成績為零·三次以上者出席率為0分)</p> <p>4. 校外教學地點：外貿協會、國際會議中心及周邊產業</p> <p>5. 每年9月證照：「會議展覽專業人員初階認證考試」、「會議展覽專業人員進階認證考試會議類」、「會議展覽專業人員進階認證考試 展覽類」·計入畢業門檻之專業證照。</p> <p>6. 主管：經濟部國貿局；執行：外貿協會培訓中心http://mice.itl.org.tw</p>		
Teaching Facility	Computer, Projector, Other (Field works)		
Textbook(s)	Fenich, G. G. (2012). Meetings, Expositions, Events, and Conventions (3rd). Pearson Education. NJ: Saddle River.		
Reference(s)	會展認證考試叢書 (I~VIII)		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Demo and reports) : 45.0 %</p>		

Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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