

Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOURISM MARKETING	Instructor	CHI, SHAN JU
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	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 aims at introducing the principles and case studies of marketing for hospitality and tourism industries to students. By the end of the semester, students need to apply theories into production of marketing strategies for assigned hospitality and tourism sectors.</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 principles of marketing for service industries	C2	D
2	to familiar with real cases in the context of hospitality and tourism marketing	C4	ABD
3	to develop marketing strategies for assigned service sectors	C6	ABD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to understand the principles of marketing for service industries	Lecture, Discussion	Written test, Report, Participation
2	to familiar with real cases in the context of hospitality and tourism marketing	Lecture, Discussion, Appreciation, Problem solving	Written test, Report, Participation
3	to develop marketing strategies for assigned service sectors	Discussion, Problem solving	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	105/09/12 ~ 105/09/18	Course introduction	
2	105/09/19 ~ 105/09/25	Understanding the hospitality and tourism marketing 1	
3	105/09/26 ~ 105/10/02	Understanding the hospitality and tourism marketing 2	
4	105/10/03 ~ 105/10/09	Case study 1	
5	105/10/10 ~ 105/10/16	Developing hospitality and tourism marketing opportunities and strategies 1	
6	105/10/17 ~ 105/10/23	Developing hospitality and tourism marketing opportunities and strategies 2	
7	105/10/24 ~ 105/10/30	Case study 2	
8	105/10/31 ~ 105/11/06	Developing the hospitality and tourism marketing mix 1	
9	105/11/07 ~ 105/11/13	Review	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	Developing the hospitality and tourism marketing mix 2	
12	105/11/28 ~ 105/12/04	Movie Appreciation and Reflection	

13	105/12/05 ~ 105/12/11	Case Study 3	
14	105/12/12 ~ 105/12/18	Case Study 4	
15	105/12/19 ~ 105/12/25	Case study presentations	
16	105/12/26 ~ 106/01/01	Final presentations	
17	106/01/02 ~ 106/01/08	Final presentations	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	<p>1. Students who have record of missing class for more than 18 hours before week 14 will be NQ (not qualified for final exam).</p> <p>Article 38</p> <p>2. If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.</p> <p>2. This course hugely emphasizes on teamwork and in-class participation and presentations; please be aware of this.</p>		
Teaching Facility	Computer, Other (textbook)		
Textbook(s)	Kotler, P., Bowen, J. and Makens, J. (2014). Marketing for Hospitality and Tourism. 6th ed. San Francisco: Pearson.		
Reference(s)			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (case studies & more) : 30.0 %</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>		