

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	TRADE SHOW AND EVENT MARKETING	Instructor	TSENG, CHUNG-HUI
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 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	C2	BD
2	Learn how to plan and operate a trade show and an event, and evaluate its performance.	C2	BD

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, Report, Participation
2	Learn how to plan and operate a trade show and an event, and evaluate its performance.	Lecture, Practicum	Written test, 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	108/02/18~ 108/02/24	Course Introduction + Event Marketing Introduction	
2	108/02/25~ 108/03/03	Review of basic concept of Marketing (4P example from Burger King / season 3)	
3	108/03/04~ 108/03/10	Review of basic concept of Marketing + 5W in Event Marketing + Decide your Group Presentation Date	
4	108/03/11~ 108/03/17	3Es, 5Ps in Event Marketing + video (example from Outback Steak Promotion Event / season 5)	
5	108/03/18~ 108/03/24	Trade Show Marketing Introduction I + Short video watching (Three Reasons to Attend an International Trade Show)	
6	108/03/25~ 108/03/31	Trade Show Marketing Introduction II + Short video watching (Making Use of International Trade show)	
7	108/04/01~ 108/04/07	Spring vacation	
8	108/04/08~ 108/04/14	Trade Show Booths Design + video (Demonstration of War star/season 4)	

9	108/04/15 ~ 108/04/21	Executing an Event Marketing Plan + video (new car demonstration Event/ season 6_episode 7) + Give Testbank of Midterm exam	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Instructions for Group Presentation + How to write an event proposal + Short video watching (Walking You Through A Trade Show in China	
12	108/05/06 ~ 108/05/12	Group Presentation:G1-4 + Trade show tips I + Introduction of Meeting Incentives Conference Exhibition and Certificate Exhibition Mgmt	
13	108/05/13 ~ 108/05/19	Group Presentation:G5-8 + Trade show tips II + Short video watching (Trade Show Booth Dos and Don'ts)	
14	108/05/20 ~ 108/05/26	Group Presentation: G9-12 + Trade show tips III + Short video watching (10 Things to Consider When Organizing a Trade Show or Expo)	
15	108/05/27 ~ 108/06/02	Group Presentation:G13-16 + Trade show tips IV + Short video watching (Video Marketing at a Trade Show + Why every business should film their trade stand + What Makes a GREAT Trade Show Booth)	
16	108/06/03 ~ 108/06/09	Group Presentation: G17-20 + Trade show tips V + Give Testbank of Final exam	
17	108/06/10 ~ 108/06/16	Group Presentation: G21-24 + Trade show tips VI	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement	Group Presentation: Use Powerpoint to Introduce a Trade Show/Exposition/Exhibition and Show a Self-Generated Video (about 3min) to introduce this Event. Each group has 10 minutes (no more than 10 mins) to make this presentation.		
Teaching Facility	Computer, Projector		
Textbook(s)	Handouts		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (Project presentation) : 40.0 %		

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>
------	---