

## Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	BUSINESS EVENT MARKETING AND PLANNING	Instructor	WEILI JASMINE CHEN
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
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"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	<p>The industry of MICE (business event)—meeting, incentive, convention, and exhibition has been active in Europe and America for decades. It is an interdisciplinary area combining trade, transportation, finance, and travel sectors.</p> <p>The course aims to provide students fundamental knowledge, ability, and skills needed to entry the profession. Students who enroll in this course will be encouraged to apply the certification program “MEET Taiwan” administered by the Minister of Economic Affairs.</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-Charaterizing, 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 develop knowledge, ability, and skills needed for participating in the MICE industry.	C3	D
2	Developing perspective to work with international team-members on marketing projects	P6	CE

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will develop knowledge, ability, and skills needed for participating in the MICE industry.	Lecture, Visit, Problem solving	Written test, Practicum, Report, Participation
2	Developing perspective to work with international team-members on marketing projects	Appreciation, Visit	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	108/02/18 ~ 108/02/24	Course introduction, industry summary, certification and career opportunities	Cases, activities
2	108/02/25 ~ 108/03/03	"Business event/MICE" industry summary, certification and career opportunities	*On class 2/25-26 >> fieldtrip
3	108/03/04 ~ 108/03/10	MICE history, the status of MICE industry development in Taiwan, important exhibits	Class on 3/5 (310-500 pm)
4	108/03/11 ~ 108/03/17	What is an expo? (marketplace, buyers meet sellers, lead generations)	*Tentative fieldtrip (3/15)
5	108/03/18 ~ 108/03/24	Meetings and exhibition management (1): planning, marketing, & application; Taipei Exhibit Hall case	Chap. 4-5 (Assignment due)
6	108/03/25 ~ 108/03/31	Exhibit budget and cost (Marketing Project Time and assignment)	Class on 3/26 (310-500 pm); *Tentative fieldtrip
7	108/04/01 ~ 108/04/07	Spring Break (No class)	
8	108/04/08 ~ 108/04/14	Meetings and exhibition management (2): site selection, marketing strategy	Class on 4/9 3-5 pm
9	108/04/15 ~ 108/04/21	Project and overview (I)	Class on 4/16 3-5 pm

10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Festival and events planning and application: story-telling approach, government project development and logistics	Class on 5/3 3-5 pm
12	108/05/06 ~ 108/05/12	Marketing case analysis and project time	Class on 5/7 3-5 pm
13	108/05/13 ~ 108/05/19	MEET Taiwan Program/MICE Professional Certification practice	Chap. 11
14	108/05/20 ~ 108/05/26	Incentive tourism planning, marketing & application, case analysis, safety and risk management	
15	108/05/27 ~ 108/06/02	Graduate Exam Week	
16	108/06/03 ~ 108/06/09	---	
17	108/06/10 ~ 108/06/16	---	
18	108/06/17 ~ 108/06/23	---	
Requirement	<p>1. Late assignments will lose points (50%)(無故作業遲交者：24小時內扣50分；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，否則以缺席記。)</p> <p>3. The following behaviors will not be allowed in class (use cell phones, iPod, iPad, lap top computers, games, putting make-ups, longer than 5-min leave from classroom, napping, reading ones own materials. Those who conducts 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，雖不記入曠課，但該堂課的參與成績為零。)]</p> <p>4. 參觀實習地點：外貿協會、國際會議中心及周邊產業</p> <p>5. 證照項目：「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」</p> <p>6. 考試日期：每年9-10月</p> <p>7. 證照主管機關：經濟部國貿局；執行單位：中華民國對外貿易發展協會培訓中心 (<a href="http://mice.iti.org.tw">http://mice.iti.org.tw</a>)</p> <p>8. Other related websites: 台灣觀光節慶賽專區 <a href="http://taiwan.net.tw/festival/">http://taiwan.net.tw/festival/</a> 中華國際會議展覽協會 <a href="http://www.taiwanconvention.org.tw">http://www.taiwanconvention.org.tw</a> DMAI (Destination Marketing Association International) <a href="http://www.destinationmarketing.org/">http://www.destinationmarketing.org/</a></p>		
Teaching Facility	Computer, Projector		
Textbook(s)	(TBA) Weber, K., and Chon, K. (2008). Convention Tourism: International Research and Industry Perspectives. Taylor and Francis.		
Reference(s)	會展認證考試叢書 (I~VIII)		

Number of Assignment(s)	3 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance :           %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam :   30.0 % ◆ Other (Active learning*) : 20.0 %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>