

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOURISM MARKETING	Instructor	CHI, SHAN JU
Course Class	TQTXB2B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
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.			
S u b j e c t 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. Ability to analyze and solve problems.(ratio:25.00)</p> <p>B. Ability to communicate in English.(ratio:25.00)</p> <p>D. Tourism management knowledge.(ratio:50.00)</p>			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<p>1. A global perspective. (ratio:40.00)</p> <p>5. Independent thinking. (ratio:30.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:30.00)</p>			
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 this semester, students need to apply theories into production of marketing strategies for assigned hospitality and tourism sectors.</p>		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	to understand the principles of marketing for service industries	Cognitive
2	to familiar with real cases in the context of hospitality and tourism marketing	Cognitive
3	to develop marketing strategies for assigned service sectors	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	D	1	Lecture, Discussion	Testing, Discussion(including classroom and online)
2	ABD	157	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)
3	ABD	157	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Course orientation	
2	108/09/16 ~ 108/09/22	Understanding the hospitality and tourism marketing 1	
3	108/09/23 ~ 108/09/29	Understanding the hospitality and tourism marketing 2	
4	108/09/30 ~ 108/10/06	case study 1	quiz 1
5	108/10/07 ~ 108/10/13	Developing hospitality and tourism marketing opportunities and strategies 1	assignment 1

6	108/10/14 ~ 108/10/20	Developing hospitality and tourism marketing opportunities and strategies 2	
7	108/10/21 ~ 108/10/27	Developing hospitality and tourism marketing opportunities and strategies 3	quiz 2
8	108/10/28 ~ 108/11/03	case study 2	
9	108/11/04 ~ 108/11/10	review for midterm	assignment 2
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Developing the hospitality and tourism marketing mix 1	
12	108/11/25 ~ 108/12/01	Developing the hospitality and tourism marketing mix 2	
13	108/12/02 ~ 108/12/08	Developing the hospitality and tourism marketing mix 3	quiz 3
14	108/12/09 ~ 108/12/15	case study 3	
15	108/12/16 ~ 108/12/22	case study 4	assignment 3
16	108/12/23 ~ 108/12/29	final presentation 1	assignment 4
17	108/12/30 ~ 109/01/05	final presentation 2	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	Mark of Usual: feedback and in-class participation Others: 6 highest scores from 3 quizzes and 4 assignments will be selected; 5% for each.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Koter, P., Bowen, J., Makens, J. and Baloglu, S. (2017) Marketing for Hospitality and Tourism Textbook(s) (7th ed.). Essex: Pearson.		
References			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 20.0 % ◆ Other < quiz/assignment > : 30.0 %		

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>
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