

## Tamkang University Academic Year 108, 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"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Departmental Aim of Education			
<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>			
Subject Departmental core competences			
<p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:50.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:50.00)</p> <p>5. Independent thinking. (ratio:50.00)</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 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	Learn the concept of trade show and event marketing	Cognitive
2	Learn how to plan and operate a trade show and an event, and evaluate it's performance.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BD	15	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	BD	15	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course Introduction + Event Marketing Introduction	
2	109/03/09 ~ 109/03/15	Review of basic concept of Marketing (4P example from Burger King / season 3)	
3	109/03/16 ~ 109/03/22	5W in Event Marketing+ Introduce Where to find EXPO 3Es, 5Ps in Event Marketing + Show example: CES2018:Best booths at world' s biggest tech trade show(2:57)+ Video Tape (example from Outback Steak Promotion Event / season 5)	
4	109/03/23 ~ 109/03/29	Trade Show Marketing Introduction I + Short video watching (end of the ppt)	
5	109/03/30 ~ 109/04/05	Holiday	

6	109/04/06 ~ 109/04/12	Trade Show Marketing Introduction II + Test MS Teams	
7	109/04/13 ~ 109/04/19	Trade Show Marketing Introduction II + Short video watching (end of the ppt) + Three important decision in Video (Flea Market/season1_episode5) + Give Testbank of Midterm exam + Seat no. 1~90 come to the classroom; Seat no. 91~183 take MS Teams online class.	
8	109/04/20 ~ 109/04/26	Trade Show Booths Design + video (Demonstration of War star/season 4 ) + Seat no. 91~183 come to the classroom; Seat no. 1~90 take MS Teams online class.	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	How to write an event proposal + Instruction of Personal Report + Seat no. 1~90 come to the classroom; Seat no. 91~183 take MS Teams online class.	
11	109/05/11 ~ 109/05/17	Executing an Event Marketing Plan + video (Execute Technology Expo/ season 4_episode 3) + Seat no. 91~183 come to the classroom; Seat no. 1~90 take MS Teams online class.	
12	109/05/18 ~ 109/05/24	Submit Personal Report before 5/20: Seat no. 1~45 Invite volunteers or randomly choose some students to have oral presentation in class + Trade show tips II + + Walking You Through A Trade Show in China + Seat no. 1~90 come to the classroom; Seat no. 91~183 take MS Teams online class.	
13	109/05/25 ~ 109/05/31	Submit Personal Report before 5/27: Seat no. 91~135 + Invite volunteers or randomly choose some students to have oral presentation in class + Trade show tips III + Trade Show Booth Dos and Don'ts + Seat no. 91~183 come to the classroom; Seat no. 1~90 take MS Teams online class.	
14	109/06/01 ~ 109/06/07	Submit Personal Report before 6/03: Seat no. 46~90 + Invite volunteers or randomly choose some students to have oral presentation in class + Trade show tips IV + 10 Things to Consider When Organizing a Trade Show or Expo + Seat no. 1~90 come to the classroom; Seat no. 91~183 take MS Teams online class.	

15	109/06/08 ~ 109/06/14	Submit Personal Report before 6/10: Seat no. 136~183 + Invite volunteers or randomly choose some students to have oral presentation in class + Trade show tips V + Video Marketing at a Trade Show. Why every business should film their trade stand + What Makes a GREAT Trade Show Booth + Seat no. 91~183 come to the classroom; Seat no. 1~90 take MS Teams online class.	
16	109/06/15 ~ 109/06/21	Final exam week 6/18 (the final exam is replaced by the personal report))	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching	
Requirement	<p>1. Personal Report: Write a PLAN if you want to hold a trade show/ exposition/exhibition. Please see the requirement announced on iclass.</p> <p>2. ★★If any student is absent due to COVID-19, the grading policy will be adjusted case by case (for example, the absent record will be cancelled). Please contact the teacher by email (136466@mail.tku.edu.tw).</p> <p>3. ★★Due to the influence of COVID-19, this course will provide online classes through "Microsoft Teams" for absent students (only for those who are rejected to enter Taiwan). Please pay attention to announcements on the bulletin of iClass any time.</p> <p>4. We need to arrange a make-up class due to the missing class on the 18th week. The teacher decides to add 10 mins (Thursday 13:05~13:10 and 14:00~14:05) in ten weeks (3/12, 3/19, 3/26, 4/2, 4/9, 4/16, 4/23, 5/7, 5/14, 5/21) in the same classroom. Please remember to come to our class in 5 mins earlier.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Handouts		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 40.0 %</p> <p>◆ Final Exam :                    %</p> <p>◆ Other (Personal Report) : 50.0 %</p>		
Note	<p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		