

## Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO INTL. CONFERENCE AND EXHIBITION PLANNING	Instructor	FANG, TZU WEI
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<p>A. Ability to analyze and solve problems.(ratio:60.00)</p> <p>D. Tourism management knowledge.(ratio:20.00)</p> <p>E. Tourism management skills.(ratio:20.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:40.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:50.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:10.00)</p>			
Course Introduction	<p>The industry of business event (meeting, convention, and exhibition) has been active in Europe and North America for decades. In Asia, Taiwan also plays an important role while mentioning about MICE, Leisure Farming Industry or Regional Revitalization.</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 present proposals for future career or social entrepreneurs.</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	Students will develop knowledge, ability, and skills needed for participating in the MICE industry.	Cognitive
2	Developing perspective to work with international team-members on marketing projects.	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ADE	178	Discussion, Practicum, Experience	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
2	ADE	178	Lecture, Discussion, Experience	Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course introduction, industry summary, and career opportunities	
2	109/09/21 ~ 109/09/27	Introduction of social entrepreneurs and The Meeting Industry	iClass
3	109/09/28 ~ 109/10/04	Festival and events planning and application: story-telling approach, government project development and logistics	
4	109/10/05 ~ 109/10/11	What is an expo? (marketplace, buyers meet sellers, lead generations)	

5	109/10/12 ~ 109/10/18	Ideas, Planning and Proposal Writing skills	
6	109/10/19 ~ 109/10/25	Traditional festival and Glocalized event planning	
7	109/10/26 ~ 109/11/01	Micropreneurs of the local markets in Taiwan	
8	109/11/02 ~ 109/11/08	Experiential Marketing and Service Design	
9	109/11/09 ~ 109/11/15	From morning market to marketing, Field trip to The Morning Market Yilan	*Tentative fieldtrip
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Project and overview. How to open a conversation and do the interview.	
12	109/11/30 ~ 109/12/06	Traditional Market, Farmers Market and exhibitions.	
13	109/12/07 ~ 109/12/13	Cass Study of Leisure Farming and Green Tourism	
14	109/12/14 ~ 109/12/20	Presentation Skills and self-marketing	
15	109/12/21 ~ 109/12/27	Supplementary teaching: Applications	
16	109/12/28 ~ 110/01/03	Speech: Regional Revitalization by organizing concerts in the village	
17	110/01/04 ~ 110/01/10	Special event planning and arranging	Final presentation
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	<ol style="list-style-type: none"> <li>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)。</li> <li>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。)</li> <li>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。)]</li> <li>Students who miss 1/3 of class will lose the right to take final exam (project).</li> <li>Responsible use of smart phone in class (Only for learning-related use of cell phone).</li> <li>Zero tolerance to swearing in class.</li> <li>Field trip site : The Morning Market Yilan(宜蘭市場)</li> <li>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></li> </ol>		

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	(TBA) Weber, K., and Chon, K. (2008). Convention Tourism: International Research and Industry Perspectives. Taylor and Francis.
References	www.MorningMarketYilan.com
Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance :            %    ◆ Mark of Usual : 25.0 %    ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam :    25.0 %</p> <p>◆ Other &lt;active learning&gt; : 25.0 %</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>