

Tamkang University Academic Year 109, 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"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG12 Responsible consumption and production		
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>
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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, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)
2	BD	15	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course Introduction + Event Marketing Introduction	

2	110/03/01 ~ 110/03/07	Review of basic concept of Marketing (4P example from Burger King / season 3)	
3	110/03/08 ~ 110/03/14	Review of basic concept of Marketing + 5W in Event Marketing + Decide your Group Presentation Date	
4	110/03/15 ~ 110/03/21	3Es, 5Ps in Event Marketing + video (example from Outback Steak Promotion Event / season 5)	
5	110/03/22 ~ 110/03/28	Trade Show Marketing Introduction I + Short video watching (Three Reasons to Attend an International Trade Show)	
6	110/03/29 ~ 110/04/04	Spring vacation	
7	110/04/05 ~ 110/04/11	Trade Show Marketing Introduction II + Short video watching (Making Use of International Trade show)	
8	110/04/12 ~ 110/04/18	Trade Show Booths Design + video (Demonstration of War star/season 4)	
9	110/04/19 ~ 110/04/25	Executing an Event Marketing Plan + video (new car demonstration Event/ season 6_episode 7) + Give Testbank of Midterm exam	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Instructions for Group Presentation + How to write an event proposal + Short video watching (Walking You Through A Trade Show in China	
12	110/05/10 ~ 110/05/16	Group Presentation:G1-5 + Trade show tips I + Introduction of Meeting Incentives Conference Exhibition and Certificate Exhibition Mgmt	
13	110/05/17 ~ 110/05/23	Group Presentation:G6-10 + Trade show tips II + Short video watching (Trade Show Booth Dos and Don'ts)	
14	110/05/24 ~ 110/05/30	Group Presentation: G11-15 + Trade show tips III + Short video watching (10 Things to Consider When Organizing a Trade Show or Expo)	
15	110/05/31 ~ 110/06/06	Group Presentation:G16-20 + 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	110/06/07 ~ 110/06/13	Group Presentation: G21-25 + Trade show tips V + Give Testbank of Final exam	
17	110/06/14 ~ 110/06/20	Group Presentation: G26-30 + Trade show tips VI	

18	110/06/21~ 110/06/27	Final Exam Week	
Requirement	Group Presentation: Use Powerpoint to Introduce a Trade Show/Exposition/Exhibition and Show a Self-Generated Video (about 5 mins) to introduce this Event. Each group has 10 minutes (no more than 10 mins) to make this presentation.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Handouts		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈Project presentation〉 : 40.0 %</p>		
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>		