

Tamkang University Academic Year 109, 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"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
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.			
Subject Departmental core competences			
C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:40.00) E. Tourism management skills.(ratio:40.00)			
Subject Schoolwide essential virtues			
2. Information literacy. (ratio:50.00) 5. Independent thinking. (ratio:50.00)			
Course Introduction	The industry of business event (meeting, convention, and exhibition) has been active in Europe and North America for decades. It is an interdisciplinary area combining trade, transportation, finance, and travel sectors. 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.		

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.	Affective
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	CDE	25	Discussion	Study Assignments, Discussion(including classroom and online), Activity Participation
2	CDE	25	Practicum	Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course introduction, industry summary, certification and career opportunities	Padlet
2	110/03/01 ~ 110/03/07	The Meeting Industry	iClass, Quizlet, Padlet
3	110/03/08 ~ 110/03/14	MICE history, the status of MICE industry development in Taiwan, important exhibits	
4	110/03/15 ~ 110/03/21	What is an expo? (marketplace, buyers meet sellers, lead generations)	
5	110/03/22 ~ 110/03/28	Meetings and exhibition management (1): planning, marketing, & application; Taipei Exhibit Hall case	*Tentative fieldtrip
6	110/03/29 ~ 110/04/04	Exhibit budget and cost (Marketing Project Time and assignment)	

7	110/04/05 ~ 110/04/11	Spring Break (No class)	
8	110/04/12 ~ 110/04/18	Meetings and exhibition management (2): site selection, marketing strategy	
9	110/04/19 ~ 110/04/25	Project Time	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Festival and events planning and application: story-telling approach, government project development and logistics	
12	110/05/10 ~ 110/05/16	Marketing case analysis and project time	
13	110/05/17 ~ 110/05/23	MEET Taiwan Program/MICE Professional Certification practice	
14	110/05/24 ~ 110/05/30	Project Time	
15	110/05/31 ~ 110/06/06	Graduate Exam Week	
16	110/06/07 ~ 110/06/13	---	
17	110/06/14 ~ 110/06/20	---	
18	110/06/21 ~ 110/06/27	---	
Requirement	<p>1. Late assignments will lose points (-20%)(無故作業遲交者：24小時內八折；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. Students who miss 1/3 of class will lose the right to take final exam (project).</p> <p>5. Responsible use of smart phone in class (Only for learning-related use of cell phone).</p> <p>6. Zero tolerance to swearing in class.</p> <p>7. 參觀實習地點：外貿協會、國際會議中心及周邊產業</p> <p>8. 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>9. 考試日期：每年9-10月</p> <p>10. 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 (http://mice.iti.org.tw)</p> <p>11. Other related websites: 台灣觀光節慶賽專區 http://taiwan.net.tw/festival/ 中華國際會議展覽協會 http://www.taiwanconvention.org.tw DMAI (Destination Marketing Association International) http://www.destinationmarketing.org/</p>		

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	會展認證考試叢書 (I~VIII)
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 〈Active learning*〉 : 25.0 %</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>