

## Tamkang University Academic Year 110, 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>
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>			

<b>Course Introduction</b>	<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	111/02/21~ 111/02/25	Course Introduction + Event Marketing Introduction	

2	111/02/28 ~ 111/03/04	Review of basic concept of Marketing (4P example from 7-11 sandwich / season 5)	
3	111/03/07 ~ 111/03/11	Introduce Where to find EXPO +Confirm Group	
4	111/03/14 ~ 111/03/18	Trade Show Marketing Introduction I + Short video watching	
5	111/03/21 ~ 111/03/25	Trade Show Marketing Introduction II + Short video watching	
6	111/03/28 ~ 111/04/01	Trade Show Booths Design + video	
7	111/04/04 ~ 111/04/08	Spring vacation	
8	111/04/11 ~ 111/04/15	Promotion strategy in a trade show +SWOT analysis	
9	111/04/18 ~ 111/04/22	How to write an event proposal	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	5W, 3E, 5P in Event Marketing	
12	111/05/09 ~ 111/05/13	G1~5 to have an oral presentation about the project (in classroom) +Trade show tips I	
13	111/05/16 ~ 111/05/20	G6~10 have an oral presentation about the project (in classroom) +Trade show tips II	
14	111/05/23 ~ 111/05/27	G11~15 to have an oral presentation about the project (in classroom) + Trade show tips III	
15	111/05/30 ~ 111/06/03	G16~20 have an oral presentation about the project (in classroom) +Trade show tips IV	
16	111/06/06 ~ 111/06/10	G21~26 have an oral presentation about the project (in classroom) +Trade show tips V	
17	111/06/13 ~ 111/06/17	G27~32 have an oral presentation about the project (in classroom) +Trade show tips VI	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement	See iclass		
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 : 30.0 %</p> <p>◆ Final Exam :   %</p> <p>◆ Other 〈Two Group report〉 : 60.0 %</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>