

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOURISM MARKETING	Instructor	CHI, SHAN JU
Course Class	TRBXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:15.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:5.00) 			

Course Introduction	This course aims at introducing the principles and case studies of marketing for hospitality and tourism industries to students. By the end of this semester, students need to apply theories into production of marketing strategies for assigned hospitality and tourism sectors.
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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	to understand the principles of marketing for service industries	Cognitive
2	to familiar with real cases in the context of hospitality and tourism marketing	Cognitive
3	to develop marketing strategies for assigned service sectors	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	ABCDE	12345678	Lecture, Discussion, Publication	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

3	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Course Introduction	
2	111/09/12 ~ 111/09/18	Understanding the hospitality and tourism marketing 1	
3	111/09/19 ~ 111/09/25	Understanding the hospitality and tourism marketing 2	
4	111/09/26 ~ 111/10/02	Understanding the hospitality and tourism marketing 3	Quiz 1
5	111/10/03 ~ 111/10/09	Developing hospitality and tourism marketing opportunities and strategies 1	
6	111/10/10 ~ 111/10/16	Developing hospitality and tourism marketing opportunities and strategies 2	Quiz 2
7	111/10/17 ~ 111/10/23	Developing hospitality and tourism marketing opportunities and strategies 3	
8	111/10/24 ~ 111/10/30	case study 1	Quiz 3
9	111/10/31 ~ 111/11/06	Developing the hospitality and tourism marketing mix 1	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Developing the hospitality and tourism marketing mix 2	
12	111/11/21 ~ 111/11/27	Developing the hospitality and tourism marketing mix 3	
13	111/11/28 ~ 111/12/04	Developing the hospitality and tourism marketing mix 4	Quiz 4
14	111/12/05 ~ 111/12/11	case study 4	
15	111/12/12 ~ 111/12/18	team discussion and teacher meeting for final project	assignment 2
16	111/12/19 ~ 111/12/25	final project oral presentation	
17	111/12/26 ~ 112/01/01	final project oral presentation	
18	112/01/02 ~ 112/01/08	Final Exam Week	

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Requirement	<p>Roll call won't be calculated; however, students with good attendance record will earn extra points between 1~3 by the end of the semester.</p> <p>Mark of Usual: feedback and in-class participation & iClass discussion (mou activities); one 'response' is equal to 1% out of 10%, which indicates that you need to have 10 responses on record during the whole 18 weeks.</p> <p>Others:</p> <p>There will be 4 quizzes and each quiz will count for 5%; a total of 20%.</p> <p>There will be 2 case study assignment, each counts for 10%, a total of 20%.</p> <p>Note: if students do not follow the requirement of case study given by Prof. Chi in class, the worse score will be 0. Copying sentences or translating on the Internet to submit the assignment, again, is expected to be given a 'zero'.</p> <p>Extra points will be given to students who ask questions during the final presentation weeks. (between 1~5 points max.)</p> <p>Even though we don't take roll call, students with a record of being absent for more than 18 hours will be still NQ (not qualified for final exam AKA扣考).</p>
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Koter, P., Bowen, J., Makens, J. and Baloglu, S. (2017) Marketing for Hospitality and Tourism Textbook(s) (7th ed.). Essex: Pearson.
References	
Number of Assignment(s)	6 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other < Assignments&quizzes > : 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>