

Tamkang University Academic Year 111, 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	<p>SDG4 Quality education</p> <p>SDG12 Responsible consumption and production</p>		
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>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:10.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:10.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:70.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:25.00)</p> <p>2. Information literacy. (ratio:5.00)</p> <p>3. A vision for the future. (ratio:5.00)</p> <p>4. Moral integrity. (ratio:5.00)</p> <p>5. Independent thinking. (ratio:25.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:25.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

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.

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	ABCD	12345678	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
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1	112/02/13 ~ 112/02/19	Course Introduction + Event Marketing Introduction	
2	112/02/20 ~ 112/02/26	Review of basic concept of Marketing+ Introduction of Management Philosophy from Peter F. Drucker (1)	
3	112/02/27 ~ 112/03/05	□ Holiday	
4	112/03/06 ~ 112/03/12	Introduce Where to find EXPO Confirm Group Members + Introduction of Management Philosophy from Peter F. Drucker (2)	
5	112/03/13 ~ 112/03/19	Trade Show Marketing Introduction I + Short video watching (end of the ppt) video (example from Outback Steak Promotion Event / season 5)	
6	112/03/20 ~ 112/03/26	Trade Show Marketing Introduction II + Short video watching (end of the ppt) Video (Execute Technology Expo/ season 4_episode 3)	
7	112/03/27 ~ 112/04/02	Trade Show Booths Design + video (Demonstration of War star/season 4)	
8	112/04/03 ~ 112/04/09	Spring Vacation	
9	112/04/10 ~ 112/04/16	How to write an event proposal Walking You Through A Trade Show in China + Give Testbank of Midterm exam and Review for midterm exam	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	G1~4 do an oral presentation about the project+5W, 3E, 5P in Event Marketing +SWOT analysis Three important decision in Video (Flea Market/season1_episode5) Remind the requirements of group project	
12	112/05/01 ~ 112/05/07	G5~8 do an oral presentation about the project +Trade show tips I +Introduction of MICE and Certificate Exhibition Mgmt	
13	112/05/08 ~ 112/05/14	G9~12 do an oral presentation about the project + Trade show tips II +Trade Show Booth Dos and Don'ts	
14	112/05/15 ~ 112/05/21	G13~16 do an oral presentation about the project + Trade show tips III +10 Things to Consider When Organizing a Trade Show or Expo	
15	112/05/22 ~ 112/05/28	G17~20 do an oral presentation about the project + Trade show tips IV +Video Marketing at a Trade Show. Why every business should film their trade stand. + What Makes a GREAT Trade Show Booth	

16	112/05/29 ~ 112/06/04	G21~24 do an oral presentation about the project Trade show tips V	
17	112/06/05 ~ 112/06/11	G25~28 do an oral presentation about the project Trade show tips VI	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	See iclass		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Handouts		
References	Peter F. Drucker, 管理聖經,2020年二版,遠流出版社		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : % ◆ Other 〈Two Group reports〉 : 60.0 %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		