

## Tamkang University Academic Year 112, 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	<p>SDG4 Quality education</p> <p>SDG12 Responsible consumption and production</p>		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<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>			
<b>Subject Schoolwide essential virtues</b>			
<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	113/02/19 ~ 113/02/25	Course Introduction + Event Marketing Introduction	
2	113/02/26 ~ 113/03/03	Holiday	
3	113/03/04 ~ 113/03/10	Review of basic concept of Marketing	
4	113/03/11 ~ 113/03/17	Trade Show Marketing Introduction I	
5	113/03/18 ~ 113/03/24	Self-learning week (online class by MS Team)(Tentative Arrangement)	
6	113/03/25 ~ 113/03/31	Trade Show Booths Design	
7	113/04/01 ~ 113/04/07	Spring Vacation	
8	113/04/08 ~ 113/04/14	How to write an event proposal	
9	113/04/15 ~ 113/04/21	Midterm Exam Week (Online Exam on iclass)	
10	113/04/22 ~ 113/04/28	G1~5: group oral presentation and submit report to iclass + Trade show tips I	
11	113/04/29 ~ 113/05/05	G6~10: group oral presentation and submit report to iclass + Trade show tips II	
12	113/05/06 ~ 113/05/12	Self-learning week (online class by MS Team)(Tentative Arrangement)	
13	113/05/13 ~ 113/05/19	Self-learning week (online class by MS Team)(Tentative Arrangement)	
14	113/05/20 ~ 113/05/26	Self-learning week (online class by MS Team)(Tentative Arrangement)+G11~15: group oral presentation and submit report to iclass +Trade show tips III	
15	113/05/27 ~ 113/06/02	G16~20: group oral presentation and submit report to iclass + Trade show tips IV	
16	113/06/03 ~ 113/06/09	G21~25: group oral presentation and submit report to iclass + Trade show tips V	
17	113/06/10 ~ 113/06/16	Final Exam Week (Online Exam on iclass)	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged_Online Class by MS Team	
Key capabilities		self-directed learning Problem solving	

Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)
Distinctive teaching	Project implementation course Special/Problem-Based(PBL) Courses
Course Content	Logical Thinking Sustainability issue
Requirement	See iclass
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	Peter F. Drucker, 管理聖經,2020年二版,遠流出版社
Grading Policy	◆ Attendance : 15.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 30.0 % ◆ Final Exam : 15.0 % ◆ Other 〈Group reports〉 : 40.0 %
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>