

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

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| Course Title | BUSINESS EVENT MARKETING AND PLANNING | Instructor | WEILI JASMINE CHEN |
| Course Class | TRBXB4P 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 | | |
| Departmental Aim of Education | | | |
| To develop talented managers with international competitive advantage in the tourism industry. | | | |
| Subject Departmental core competences | | | |
| A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:10.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:30.00) | | | |
| Subject Schoolwide essential virtues | | | |
| 1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:25.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:10.00) | | | |

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| Course Introduction | <p>The industry of business event (meeting, convention, and exhibition) has been active in Europe and North America for decades. This course is an advanced course from "Intro to International Conference and Exhibit Planning." The course aims to provide students advanced knowledge, ability, and skills needed to entry the profession. Real world tasks will be the focus of learning. Students who enroll in this course will be encouraged to apply the certification program "MEET Taiwan" administered by the Minister of Economic Affairs.</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 | Students will develop knowledge, ability, and skills needed for participating in the MICE industry. | Cognitive |
| 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 | ABCDE | 12345678 | Discussion | Study Assignments, Discussion(including classroom and online), Activity Participation |
| 2 | ABCDE | 12345678 | Practicum | Practicum, Report(including oral and written), Activity Participation |

Course Schedule

| Week | Date | Course Contents | Note |
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| 1 | 113/02/19~ 113/02/25 | Course introduction, industry summary, certification and career opportunities | |

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| 2 | 113/02/26 ~ 113/03/03 | The Future of the Meeting Industry; Career and jobs in MEEC | |
| 3 | 113/03/04 ~ 113/03/10 | MEEC Foundation | |
| 4 | 113/03/11 ~ 113/03/17 | Tourism and the Meeting Industry | *Tentative field trip-2024 Taipei Bakery Show |
| 5 | 113/03/18 ~ 113/03/24 | Meeting Organizers & Sponsors | |
| 6 | 113/03/25 ~ 113/03/31 | MEEC Marketing | |
| 7 | 113/04/01 ~ 113/04/07 | Spring Break (No class) | |
| 8 | 113/04/08 ~ 113/04/14 | Expo Marketing Cases of the Health Industry with Guest Speaker | |
| 9 | 113/04/15 ~ 113/04/21 | Midterm Exam Week | |
| 10 | 113/04/22 ~ 113/04/28 | Guest speaker on latest trend in meeting industry | |
| 11 | 113/04/29 ~ 113/05/05 | Festival and events planning and application: story-telling approach, government project development and logistics | |
| 12 | 113/05/06 ~ 113/05/12 | Marketing case analysis and project time | |
| 13 | 113/05/13 ~ 113/05/19 | Meetings Marketing Strategy in Application | |
| 14 | 113/05/20 ~ 113/05/26 | Project Prep and Fine-Tuning | |
| 15 | 113/05/27 ~ 113/06/02 | Graduate Exam Week | |
| 16 | 113/06/03 ~ 113/06/09 | | |
| 17 | 113/06/10 ~ 113/06/16 | | |
| 18 | 113/06/17 ~ 113/06/23 | | |
| Key capabilities | | | |
| Interdisciplinary | | In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching | |
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| Distinctive teaching | Industry-university collaboration courses |
| Course Content | Sustainability issue |
| Requirement | <ol style="list-style-type: none"> 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)。 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。) The following behaviors will be discouraged in class (use cell phones,iPod, iPad, lap top computers for non-learning purposes, 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。) Students who miss 1/3 of class will lose the right to take final exam (project). Responsible use of smart phone in class (Only for learning-related use of cell phone). Zero tolerance to swearing in class. Turning-in AI-generated text without proper re-write and indepth critical thinking will get zero for grade. Students may need to partical cover costs related to learning (NT\$500~1200). 列入畢業門檻之證照項目：「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」 考試日期：每年9-10月 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) |
| Textbooks and Teaching Materials | Self-made teaching materials:Handouts, Worksheets Using teaching materials from other writers:Textbooks |
| References | 會展認證考試叢書 (I~VIII) |
| Grading Policy | <p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other <Active learning*> : 20.0 %</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> |