

Tamkang University Academic Year 113, 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 ◆ 3 Credits
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	113/09/09 ~ 113/09/15	Course Introduction; warm-up	MOU 2%
2	113/09/16 ~ 113/09/22	Marketing during Covid-19; Marketing after Covid-19	MOU 2%; MOU 2%
3	113/09/23 ~ 113/09/29	What is marketing and branding?; 4P and 4C	MOU 2%
4	113/09/30 ~ 113/10/06	Service marketing/tourism marketing; the characteristics of service industry	
5	113/10/07 ~ 113/10/13	Case Study: The Ritz Hotel	10%
6	113/10/14 ~ 113/10/20	Case Study: Starlux Airline	10%
7	113/10/21 ~ 113/10/27	Competition	
8	113/10/28 ~ 113/11/03	Decision Making Processes; segments	
9	113/11/04 ~ 113/11/10	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	10%
10	113/11/11 ~ 113/11/17	written exam online (no class in the classroom)	20%
11	113/11/18 ~ 113/11/24	Midterm Exam Review and Final Project Explanation; team-up and topic selection	
12	113/11/25 ~ 113/12/01	Managing and Designing Product	
13	113/12/02 ~ 113/12/08	Case Study: Southwest Airline	10%
14	113/12/09 ~ 113/12/15	Pricing and Place	
15	113/12/16 ~ 113/12/22	Case Study: Heineken; Promotion	10%
16	113/12/23 ~ 113/12/29	team-meetings	MOU 2%
17	113/12/30 ~ 114/01/05	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	20%
18	114/01/06 ~ 114/01/12	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	

Key capabilities	self-directed learning Problem solving
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
Distinctive teaching	Special/Problem-Based(PBL) Courses
Course Content	business management
Requirement	<ol style="list-style-type: none"> 1. 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. 2. a self-funded teaching-based research will be employed in this course. Students who do pre-and post-tests will be rewarded 4 bonus points. 3. students who finish teaching quality evaluation will also be rewarded 2 bonus points. 4. Students who miss the classes for more than 1/3 of its total hours (18 hours and above) will be NQ (not qualified for final exam).
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Handouts, online case studies
References	
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (case studies) : 50.0 %</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>