



課 綱 Course Outline

管理學院管理學院高階經營管理碩士在職專班高階經營管理組

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| 中文課程名稱 Course Name in Chinese | 展場行銷與策展規劃 | | | | |
| 英文課程名稱 Course Name in English | Exhibition Marketing and Management | | | | |
| 科目代碼 Course Code | MGT_5412Z | 班 別 Degree | 碩專班 Master's program | | |
| 修別 Type | 選修 Elective | 學分數 Credit(s) | 2.0 | 時 數 Hour(s) | 2.0 |
| 先修課程 Prerequisite | | | | | |
| 課程目標 Course Objectives | | | | | |
| 本課程針對四大主題：(1) 展場行銷與規劃、(2) 活動企劃與實務、(3) 展場規劃與設計、(4) 展場組成架構與管理等進行講授，學習及培養國際商展銷售的基礎知識與實務技能。 | | | | | |
| 系教育目標 Dept.'s Education Objectives | | | | | |
| 1 | 培養兼備管理理論知識與本土經營實務之中高階經營人才。 Cultivating higher level managers with both theoretic expertise and practical experience | | | | |
| 2 | 培養具邏輯思考能力之專業經理人才。 With logical thinking and outstanding talents of professional managers | | | | |
| 3 | 培養具國際觀之企業經理人。 Cultivating professional managers equipped with international perspective | | | | |
| 院基本素養與核心能力 College Basic Learning Outcomes | | | | 課程目標與院基本素養與核心能力 Correlation between Course Objectives and Basic Learning Outcomes | |
| A | 具備企業管理理論體系的基礎與進階實務知識的應用能力。 With a solid foundation of management theories and advanced practical application abilities | | | | |
| B | 具備邏輯思考、問題分析、問題解決與決策能力。 With logical thinking, problem analysis, problem solving and decision making ability | | | | |
| C | 善用資訊科技進行資訊蒐集、分析與統整的能力。 With capacity to utilize IT in conducting information gathering, data analysis and integratio | | | | |

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| D | 具備領導、溝通協調與團隊合作的統合能力。 With leadership, communication, cooperation, coordination and team integration ability | |
| E | 具備國際視野以及當前商管趨勢的掌握能力 With a global perspective and mastery of current management trends in business | |

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

因應產業國際化發展的需求，國際會展行銷的知識與能力日趨重要，本課程目的，旨在培育國際會展實務人才，學習如何將國內產品藉由會展形式在國際舞台上嶄露頭角，從「做什麼(what)」瞭解展場行銷與管理的內容，並進一步學習「如何做(how)」來嘗試自行著手展場企劃。

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

電腦、單槍投影機、多媒體音響

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

其他
Miscellaneous