國立東華大學

課　綱　Course Outline
語言中心學士班

中文課程名稱 Course Name in Chinese	會展英語				
英文課程名稱 Course Name in English	English for Meeting, Incentive Tours, Conventions and Exhibitions				
科目代碼 Course Code	LC__70000	班　別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	2.0	時　數 Hour(s)	2.0
先修課程 Prerequisite					

課程目標
Course Objectives

本選修課程是以會展產業的行銷與規劃為主題，探討世界與台灣會展的發展，認識會展產業的類型、管理、操作以及發展趨勢。課程中討論會展管理中理論與實務的應用與創新，期待修課學生能在跨域及跨文化的環境中，激盪不同火花，產出具創意、永續且可行的會展行銷方案及會展活動的規劃與操作，並於期中與期末進行在地實踐。

　　The course aims to help students to learn both theories and practices of marketing and management in the context of conferences and exhibitions. Students will learn how to adopt the theories in practical cases and use both Chinese and English. This course also includes discussion and practice of qualification exams in the MICE industry to facilitate students' preparation. Students will be equipped with the ability to plan and program sustainable marketing strategies and activities and apply their learning in midterm and final presentations.

(校)教育目標
Objectives of General Education

1	在地關懷與全球視野 Develop domestic and global perspectives
2	人文素養與科學知識 Achieve humanistic values and scientific literacy
3	全人健康與永續創新 Holistic Wellness and Sustainable Innovation

	(校)核心能力 Learning Outcomes	課程目標與校核心能力相關性 Correlation between Course Objectives and Basic Learning Outcomes
A	自主學習與創新思考 Autonomous Learning and Creative Thinking	○

B	康健身心 Physical Fitness and Mental Balance	
C	互動、溝通與解決問題 Interactive Communication and Problem Solving	●
D	情藝美感 Artistic Feeling and Aesthetic Perception	
E	文化素養與尊重差異 Cultural Literacy and Respect for Differences	○
F	在地關懷與公民責任 Local Commitment and Civic Responsibility	●

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

課程大綱
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本課程的學習目標詳述如下：
1. 熟悉會展產業術語及辭彙，
2. 瞭解會展產業的運作與趨勢，
3. 能應用永續發展概念，規畫並設計會展行銷活動，
4. 建立英語簡報之信心，
5. 熟悉如何準備會展專業人才認證考試
After completing the course, the students will be able to:
1. understand the MICE industry in practice and theory.
2. realize the principles of marketing and management in the MICE industry.
3. plan and program MICE marketing strategies with the concept of sustainability.
4. present confidently in English.
5. learn how to prepare qualification exams in the MICE industry.

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.)

師資：授課教師為在會議展覽或商用英語相關領域有教學經驗者，具會展產業相關證照或研習為
佳。講座部分將邀請有業界經驗之教師進行實務操作示範及分享。

儀器設備、器材裝備及場地：講述型與討論型的活動以室內教室為主，教室皆具備基本的單槍、電
腦、投影機及音響等設備。實作活動則依照課程主題，將進行課程進行所需的場地、設備、教材或
器材之租借或採買，或者安排線上直播課程，並視狀況進行校外教學之申請。

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

無先修課程限制
課程以雙語進行，歡迎國際生與本籍生共同上課，教學方式包含課堂(線上)講授、分組討論、校外
參訪與實作、業師協同教學。

其他
Miscellaneous

本課程預期產生的效益為：建構會展相關主題之「跨領域」與「創新」內涵，包含會展產業的專業
與英文應用的結合，進而應用於產官學的合作場域，透過課程強化學生使用英文進行會展城市行銷
企劃之能力。
具體說明如下：
1. 教師能運用小組討論與合作學習策略，活化學習。
2. 辦理業師實作工作坊1場，串聯理論與實務，創新會展活動的設計與執行。
3. 辦理實作學習(校外教學) 1場，以體驗學習進行教學，深化學習。
4. 辦理成果發表 1場，修課學生能統合所學知識與英文使用，透過活動操作之實踐，產生在地連
結。

The benefits generated from this course include:
1. Teachers can employ group discussion and cooperative learning strategies to activate students' learning.
2. Conduct one practical workshop in which industry practitioners share their experiences to link the theory and practice, and then offer assistance in students' creative thinking in designing and implementing the activities and trips in the field of MICE.
3. Conduct one MICE industry visit (field trip). Students could improve their learning outcomes through this teaching strategy of experiential learning.
4. Conduct one end-semester presentation. Students could integrate the knowledge they have learned and their English communication skills, and then be able to make connections to local communities through their practice of MICE operations.