



課 綱 Course Outline

國際企業學系碩士班一般組

中文課程名稱 Course Name in Chinese	會展行銷				
英文課程名稱 Course Name in English	MICE Marketing				
科目代碼 Course Code	IB__57760	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
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。					
【本課程學習配合國家證照考試，選修取得學分者可以報名「會議展覽專業人員認證考試」】					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.				
2	培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.				
3	培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.				
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備國際企業管理之進階知識與能力 Students will have advanced knowledge of international business.			○	

B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	●
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	
E	具備創新、創業之思維與能力。 To build a the concept and ability for innovation and entrepreneurship	●
F	具備服務設計與產業分析之能力。 Students will be able to demonstrate the advanced abilities for service design and industry analysis.	●
G	具備國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international 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.)

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

其他 Miscellaneous