



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光行銷	學年/學期 Academic Year/Semester	113/1
課程名稱(英文) Course Name in English	Marketing for Hospitality & Tourism		
科目代碼 Course Code	BM_84960	系級 Department & Year	博士 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0
授課教師 Instructor	/徐暘展		
先修課程 Prerequisite			
課程描述 Course Description			
Special Topics in Marketing for Hospitality & Tourism explores the key concepts and theories of marketing and its applications in the hospitality and travel businesses. This course aims to establish the foundation of knowledge and identify the latest challenges and issues in the industry. Students are expected to be actively involved in the discussion in class and complete group/individual projects as hands-on case studies.			
課程目標 Course Objectives			
1. 深入研討行銷研究之核心理論； 2. 發展評論及整合期刊論文之能力； 3. 運用文獻的理論架構選定一實際觀光產業評估行銷策略並提出未來行銷方向。			
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	具備具有「深度遊憩體驗」經營與規劃的觀光休憩專業智能。Develop "deep recreation experience" of tourism and recreation management and planning knowledge.	○	
B	具備具有「關懷社群健康」經營與規劃的觀光休憩專業智能。Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.	○	
C	具備具有「強調資源永續」經營與規劃的觀光休憩專業智能。Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge	●	
D	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 with logical thinking	○	
E	具備解析在地課題、掌握國際趨勢之專業素養。Having global perspectives on key issues in academia, research, industry, and government.	○	
F	具備專業研究與教學能力Students will be able to conduct professional research and teaching.	●	
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated			
授課進度表 Teaching Schedule & Content			
週次Week	內容 Subject/Topics	備註Remarks	
1	課程簡介 Course Orientation		
2	觀光行銷的基本概念與重要性 Introduction to Marketing in Tourism		
3	行銷環境分析 The Marketing Environment (Environmental Scanning)		

4	市場策略 Marketing Strategies (Strategic Planning)	
5	旅客及旅遊消費者行為 Tourist and Consumer Behavior (Motivations)	
6	觀光市場研究方法 Customer Information (Marketing Research)	
7	市場分眾 Market Segmentation (Positioning)	
8	產品管理 Product Development	
9	繳交個人期中報告 Midterm Exam- Individual Assignment Due	
10	全校運動會(停課一天) NDHU Sports Day(no classes)	
11	廣告及推廣促銷 Advertising and Promotion	
12	品牌及行銷溝通 Branding and Marketing Communication	
13	價格及旅客價值 Pricing and Customer Value	
14	分銷通路 Distribution Channels	
15	數位行銷 Digital Marketing	
16	小組簡報 Group Presentation	
17	繳交期末小組報告 Group Assignment Due	
18	個別課程諮詢時間 Student consultation hours	

教學策略 Teaching Strategies

- 課堂講授 Lecture
 分組討論 Group Discussion
 參觀實習 Field Trip
- 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

- 問題導向學習(PBL)
 團體合作學習(TBL)
 解決導向學習(SBL)

- 翻轉教室 Flipped Classroom
 磨課師 Moocs

社會責任(Social Responsibility)

- 在地實踐 Community Practice
 產學合作 Industry-Academia Cooperation

跨域合作(Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching
 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	15%		✓	✓					Class participation and discussion
期中考成績 Midterm Exam	25%			✓	✓				
期末考成績 Final Exam	35%			✓	✓				
作業成績 Homework and/or Assignments									
其他 Miscellaneous (Group Presentation)	25%			✓					

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Philip Kotler, John T. Bowen, and Seyhmus Baloglu (2021). Marketing for Hospitality and Tourism, the 8th edition. Pearson Education

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)

其他補充說明 (Supplemental instructions)