

 國立東華大學  
教學計劃表 Syllabus

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| 課程名稱(中文)<br>Course Name in Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 會展行銷                                                                                                                                     |                             | 學年/學期<br>Academic Year/Semester |                                    | 113/2                                                                                   |
| 課程名稱(英文)<br>Course Name in English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | MICE Marketing                                                                                                                           |                             |                                 |                                    |                                                                                         |
| 科目代碼<br>Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | IB_57760                                                                                                                                 | 系級<br>Department & Year     | 碩士                              | 開課單位<br>Course-Offering Department | 國際企業學系                                                                                  |
| 修別<br>Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 選修 Elective                                                                                                                              | 學分數/時間<br>Credit(s)/Hour(s) |                                 | 3.0/3.0                            |                                                                                         |
| 授課教師<br>Instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | /樂錦榮                                                                                                                                     |                             |                                 |                                    |                                                                                         |
| 先修課程<br>Prerequisite                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                          |                             |                                 |                                    |                                                                                         |
| 課程描述 Course Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                          |                             |                                 |                                    |                                                                                         |
| <p>This course explores the principles and practices of marketing in the context of conferences and exhibitions. It provides students with the necessary knowledge and skills to plan, promote, and manage successful business events. The course integrates theoretical foundations with practical applications, case studies, and industry best practices.</p> <p>By the end of the course, students will be able to:</p> <p>Understand the fundamental concepts of conference and exhibition marketing.</p> <p>Develop marketing strategies tailored to business events.</p> <p>Apply branding, sponsorship, and promotional techniques for event success.</p> <p>Utilize digital marketing and social media tools in event promotion.</p> <p>Analyze the impact of customer experience and engagement in event marketing.</p> <p>Develop comprehensive marketing plans for conferences and exhibitions.</p> |                                                                                                                                          |                             |                                 |                                    |                                                                                         |
| 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」】                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                          |                             |                                 |                                    |                                                                                         |
| 系專業能力<br>Basic Learning Outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                          |                             |                                 |                                    | 課程目標與系專業能力相關性<br>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

### 授課進度表 Teaching Schedule & Content

| 週次Week | 內容 Subject/Topics                                   | 備註Remarks |
|--------|-----------------------------------------------------|-----------|
| 1      | Introduction to Conference and Exhibition Marketing |           |
| 2      | Strategic Planning for Events                       |           |
| 3      | Market Research and Consumer Behavior               |           |
| 4      | Branding and Image Building                         |           |
| 5      | Promotion and Advertising Strategies                |           |
| 6      | Sponsorship and Partnerships                        |           |
| 7      | Public Relations in Event Marketing                 |           |
| 8      | Social Media and Digital Marketing                  |           |
| 9      | Designing the Attendee Experience                   |           |
| 10     | Sales and Revenue Generation                        |           |
| 11     | Logistics and Operations                            |           |
| 12     | Crisis Management in Events                         |           |
| 13     | Technology and Innovation in Event Marketing        |           |
| 14     | Case Studies and Industry Insights                  |           |
| 15     | Group Project Workshop                              |           |
| 16     | Ethical and Legal Considerations                    |           |
| 17     | 期末考試週 Final Exam                                    |           |
| 18     | Flexible Class Arrangement                          |           |

## 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:

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| 學期成績計算及多元評量方式 Grading & Assessments                                                                                                                                                                                                                                                                                                                                                                                              |                    |                    |          |          |          |          |          |          |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|----|
| 配分項目<br>Items                                                                                                                                                                                                                                                                                                                                                                                                                    | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他 |
| 平時成績(含出席)<br>General Performance<br>(Attendance Record)                                                                                                                                                                                                                                                                                                                                                                          | 30%                |                    | ✓        |          |          |          |          |          |    |
| 期中考成績 Midterm Exam                                                                                                                                                                                                                                                                                                                                                                                                               |                    |                    |          |          |          |          |          |          |    |
| 期末考成績 Final Exam                                                                                                                                                                                                                                                                                                                                                                                                                 | 40%                |                    |          | ✓        | ✓        |          |          |          |    |
| 作業成績 Homework and/or<br>Assignments                                                                                                                                                                                                                                                                                                                                                                                              | 30%                |                    | ✓        |          |          |          |          |          |    |
| 其他 Miscellaneous<br>(_____)                                                                                                                                                                                                                                                                                                                                                                                                      |                    |                    |          |          |          |          |          |          |    |
| 評量方式補充說明<br>Grading & Assessments Supplemental instructions                                                                                                                                                                                                                                                                                                                                                                      |                    |                    |          |          |          |          |          |          |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |                    |          |          |          |          |          |          |    |
| 教科書與參考書目(書名、作者、書局、代理商、說明)<br>Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)                                                                                                                                                                                                                                                                                                                       |                    |                    |          |          |          |          |          |          |    |
| Hoyle, L. H. (2018). Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. Wiley.<br><br>Preston, C. A. (2012). Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. Wiley.<br><br>Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). Events Management. Routledge.<br><br>Selected journal articles and industry reports. |                    |                    |          |          |          |          |          |          |    |
| 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)<br>Teaching Aids & Teacher's Website(Including online teaching information.<br>Personal website can be listed here.)                                                                                                                                                                                                                                                                            |                    |                    |          |          |          |          |          |          |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |                    |          |          |          |          |          |          |    |
| 其他補充說明 (Supplemental instructions)                                                                                                                                                                                                                                                                                                                                                                                               |                    |                    |          |          |          |          |          |          |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |                    |          |          |          |          |          |          |    |