

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	會展英語		學年/學期 Academic Year/Semester		114/1
課程名稱(英文) Course Name in English	English for Meeting, Incentive Tours, Conventions and Exhibitions				
科目代碼 Course Code	LC__70000	系級 Department & Year	校核 心	開課單位 Course-Offering Department	語 言 中 心
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		2.0/2.0	
授課教師 Instructor	/吳佩儀				
先修課程 Prerequisite					
課程描述 Course Description					
本英語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，更讓學生應用所學英文字彙與句型，進行情境口說演練，期待修課學生能在跨域及跨文化的雙語環境中，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實踐。 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 The English elective course is designed to help students learn both theories and practices of marketing and management in the MICE industry. Students will learn how to apply the theories to practical cases and be able to use the vocabulary and sentence patterns learned in real-life situations. Students will be equipped with the ability to plan and program sustainable marketing strategies and activities and apply their learning in mid-term and final presentations. 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.					
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)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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	課程介紹與小組破冰 Course Introduction and Team Ice-breaking	此英文選修課程沒有開放QRcode人工加簽喔!
2	會議, 獎勵旅遊, 大會與展覽介紹與趨勢 Introduction to the MICE industry	
3	會議與大會:活動管理、案例探討與觀光衝擊 Meetings and Conferences: Event management, Case study, and Impacts 展覽:活動管理、案例探討與觀光衝擊 Exhibitions: Event management, Case study, and Impacts	Conversation Practice
4	會展產業行銷組合與策略 Marketing Mix and Strategies in the MICE industry 會展產業規劃重要字彙與情境練習 Important Vocabulary in the MICE industry	Conversation Practice
5	No Class	Public Holiday
6	分組討論與演練 Group Discussion and Rehearsal	Conversation Practice
7	No Class	Public Holiday
8	分組報告1 Group Work 1: 行銷提案 Marketing Proposal	
9	展覽參訪 MICE visit (No class)	學習單1 Worksheet 1 11/1~4 ITF 11/14~17 IT month X EdTech TW 11/15~18 TW food&BVE
10	展覽參訪 MICE visit (No class)	
11	會展行銷策略, 科技應用與永續工作坊 Workshop of MICE Marketing, Technology Application, and Green MICE (講座邀請--待定) (Guest Lecturer invited--TBD)	學習單1 Worksheet 1
12	城市行銷組織與行銷策略 Destination Marketing Organizations and Marketing Strategies	Conversation Practice
13	獎勵與會議旅遊活動規劃與觀光衝擊 Planning and Programming in Incentive Travel and Impacts	Conversation Practice
14	會展城市行銷競賽說明與討論 MICE Destination Marketing Contest Discussion	
15	分組討論與演練 Group Discussion and Rehearsal	
16	分組報告2 Group Work 2: 城市(花蓮縣)行銷競賽Destination Marketing Contests (Hualien)	
17	彈性調整上課 Adjusted Lectures	
18	彈性調整上課 Adjusted Lectures	

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(含出席) General Performance (Attendance Record)	30%	✓	✓	✓			✓		In-class participation and Conversation Practice
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	30%		✓		✓				Worksheets
其他 Miscellaneous (Group Work 1 and 2)	40%			✓	✓	✓			
評量方式補充說明 Grading & Assessments Supplemental instructions									
平時成績 (30%): 依照同學課堂參與與小組討論表現進行計分 作業成績 (30%): 課堂進行的合作學習之學習單 分組報告 (40%): 期中行銷設計提案和期末會展城市行銷企劃的分組報告 General Performance (30%): Scores will be given based on the contribution of in-class participation activities Assignments (30%): Worksheet completed through cooperative learning in class Group 1 and Group 2 (40%): Team presentations made in midterm and final weeks.									
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.)									
自編教材以簡報方式呈現。Teaching materials are compiled by teachers and presented in PPT. 其他參考書目Other References : 柯樹人 (2008)。實用會展英語 (MICE English in a nutshell) 。經濟部商業司。 陳志達 (2014)。Just the one 會展英語 : = 一本在手MICE English so- easy。力得。 陳淑莉、方婷婷、陳玉蒼編著 (2016)。會展產業概論 (Introduction to Meeting, Incentive Travel, Convention and Exhibition)。華都文化。 賴世雄編著 (2012)。教你說會展英語 (A comprehensive guide to the English you need for the MICE industry, including conventions, trade shows and other major business events)。智藤。 錢士謙 (2018)。會展管理概論 (The Principle of MICE Management)。新陸。 段恩雷 (2012)。會展行銷規劃。經濟部。 會議展覽專業人員認證考試 歷年題庫									
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.) Google Meet線上課程網址 (需要使用時會在e學苑公告通知) https://meet.google.com/frf-skb-fqgt									
其他補充說明 (Supplemental instructions)									
此英語選修課程無開放人工(QRcode)加簽 唯當學期有畢業需求之畢業生可以email向老師提出加簽申請(請說明原因) This English elective course does not allow manual (QR code) add-on registration. Only graduating students who need this course to fulfill graduation requirements in the current semester may apply for add-on registration by emailing the instructor (please state your reason).									