



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	展場行銷與策展規劃		學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	Exhibition Marketing and Management			
科目代碼 Course Code	DMSI30010	系級 Department & Year	學三	開課單位 Course-Offering Department
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/吳佩儀			
先修課程 Prerequisite				
課程描述 Course Description				
<p>This course approaches the marketing and planning of international conferences and exhibitions from the perspectives of visitors, exhibitors, and curators. The course objectives are aligned with the following program learning outcomes (LOs):</p> <ol style="list-style-type: none"> 1. Problem Analysis & Solving: Guide students in applying diverse logical thinking and problem-solving skills to design innovative exhibition plans tailored to various industries and products. 2. Communication & Teamwork: Develop students' leadership, communication, coordination, and teamwork skills through group projects. 3. Innovative Thinking: Cultivate the ability to integrate service design concepts into exhibition planning and conduct in-depth industry analysis. 4. Global Perspective & Foreign Language Communication: Encourage students to gather information on international exhibitions and analyze well-known cases to enhance their awareness of global exhibition trends. 				
課程目標 Course Objectives				
<p>本課程以觀展、參展及策展的觀點來學習國際會議及展覽的行銷與規劃。課程目標與系所專業能力連結如下：</p> <ol style="list-style-type: none"> 1、問題分析與解決：引導學生運用多元邏輯思考與問題分析能力，針對不同產業與產品，設計出具創新性的展覽方案。 2、溝通與團隊合作：透過小組作業，培養學生的領導、溝通協調與團隊合作能力。 3、創新思維：培養學生將服務設計的理念融入展覽策劃中，並能對產業進行深入分析。 4、國際視野以及外語溝通：鼓勵學生蒐集國際展覽資訊，透過分析知名國際展覽案例，培養學生對全球展覽趨勢的敏銳度。 <p>This course approaches the marketing and planning of international conferences and exhibitions from the perspectives of visitors, exhibitors, and curators. The course objectives are aligned with the following program learning outcomes (LOs):</p> <ol style="list-style-type: none"> 1. Problem Analysis & Solving: Guide students in applying diverse logical thinking and problem-solving skills to design innovative exhibition plans tailored to various industries and products. 2. Communication & Teamwork: Develop students' leadership, communication, coordination, and teamwork skills through group projects. 3. Innovative Thinking: Cultivate the ability to integrate service design concepts into exhibition planning and conduct in-depth industry analysis. 4. Global Perspective & Foreign Language Communication: Encourage students to gather information on international exhibitions and analyze well-known cases to enhance their awareness of global exhibition trends. 				
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	Course Introduction & Exhibition Overview in Taiwan			

2	Market Analysis of International Events	
3	Visitor Behavior & Audience Segmentation Observation @ HUA Farmers' Market	Worksheet 1
4	No Class	
5	No Class	
6	Advertising, Public Relation	
7	Digital Marketing Strategies Observation @ Meet Hualien	
8	Sustainability & CSR in Exhibitions and Events	
9	Service Design in Exhibition Experience	
10	Group Work 1: Proposal	
11	Event Planning Observation @ F&B Taiwan Expo (Taipei) https://www.chanchao.com.tw/food/en/	Worksheet 2
12	Event Marketing	
13	Venue & Logistics Planning Budget and Scheduling in Event Planning	
14	Human Resource & Team Management	
15	Group Discussion and Preparation	
16	Group Work 2: Action	To be advised (TBA)
17	期末考試週 Final Exam	To be advised (TBA)

彈性 教學 規劃 Flexible Teaching Plan	<p>請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.):</p> <p><input type="checkbox"/> 問題討論 Problem-based Discussion</p> <p><input type="checkbox"/> 翻轉教學 Flipped Classroom</p> <p><input type="checkbox"/> 展演實作 Performance / Practical Presentation</p> <p><input checked="" type="checkbox"/> 校外參訪 Off-campus Visit</p> <p><input type="checkbox"/> 講座活動 Lecture / Seminar</p> <p><input type="checkbox"/> 線上作業 Online Assignments</p> <p><input checked="" type="checkbox"/> 自主學習 Self-directed Learning</p> <p><input checked="" type="checkbox"/> 課業輔導 Academic Support</p> <p><input type="checkbox"/> 實驗操作 Experiment Operation</p> <p><input type="checkbox"/> 遠距教學(同步) Distance Learning (Synchronous)</p> <p><input type="checkbox"/> 遠距教學(非同步) Distance Learning (Asynchronous)</p> <p><input type="checkbox"/> 其他(請填寫) Others (Please specify.):</p> <p>備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.</p>
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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(含出缺席) General Performance (Attendance Record)	30%	✓	✓	✓					
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	30%		✓						
其他 Miscellaneous (Group Work 1 and 2)	40%			✓	✓	✓			

評量方式補充說明

Grading & Assessments Supplemental instructions

General Performance (30%):

Scores will be given based on the contribution of in-class participation activities

Group 1(20%) and Group 2 (20%):

Team presentations are made in the midterm (Proposal) and the final weeks (Action).

Assignments (30%):

Worksheets completed by groups or individuals

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.)

Teaching materials are compiled by teachers and presented in PPT.

Other References :

Getz, D., & Page, S. J. (2024). Event studies: Theory and management for planned events (5th ed.). Routledge.

Preston, C. A. (2012). Event marketing: How to successfully promote events, festivals, conventions, and expositions (2nd ed.). John Wiley & Sons.

方偉達 (2016)。圖解如何舉辦會展活動。五南出版。

洪肇志、莊文隆 (2018)。展覽行銷管理。滄海圖書資訊。

姚晤毅 (2017)。展覽行銷與管理實務。鼎茂圖書。

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)。台北市:華都文化。

錢士謙 (2018)。會展管理概論 (The Principle of MICE Management)。台北市:新陸。

段恩雷 (2012)。會展行銷規劃(Exhibition and Event Marketing Planning)。台北市:經濟部。

會議展覽專業人員認證考試 歷年題庫 (Past Exam Questions for the MICE Professionals Certification Examination)

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.)

Teaching materials are provided in NDHU e-learning.

其他補充說明 (Supplemental instructions)

Google Meet:

<https://meet.google.com/xha-rojt-vqx>