

10-1 國際會展企劃與演練教學大綱

科目名稱(Course) : (中文) 國際會展企劃與演練 <hr/> (英文) Planning and Practicum of Trading Shows		
科目代碼 :	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分 : 2-0-2
教學目標(Objective) : CEF B1 in speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows: <ol style="list-style-type: none"> 1. Development of a high frequency of commonly used business related language as well as the common language specific to trade fairs and exhibitions. 2. Ability to communicate accurately and concisely. 3. Highly professional and polite demeanor. 4. A high level of appreciation of register and ability to vary one's tone. 5. Effective and persuasive representation of one's company. 6. Planning and development skills. 7. Bargaining and other negotiating skills. 8. Problem solving and decision making skills. 9. Intercultural awareness and experience. 		
教學內容綱要 Course outline and content : This course introduces students to the proper planning, implementation and effective management of a trade show and trade show presence as keys to trade show success for every organization. The course incorporates authentic scenarios and a practical project for further training and guidance. The topics to be covered include: <ul style="list-style-type: none"> • The scope of trade show marketing • Planning the show • Coordinating the show • Pre-show marketing • At the show • Working with your staff • Secrets of successful shows • Post-show follow-up 		
系所主管簽章 :	年 月 日 學年度第 次系所務會 議通過。	

10-2 國際會展企劃與演練課程規劃

Planning and Practicum of Trading Shows Course Description

課程綱要 Course Outline	<p>This course is useful for students who wish to develop enhanced skills in communication that will enable them to interact with potential customers and business partners in a more complex manner when presenting and discussing their company's products and services. The course is useful for Intermediate level students.</p>			
教學目標 Objective	<p>CEF B1 in speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows:</p> <ol style="list-style-type: none"> 1. Development of a high frequency of commonly used business related language as well as the common language specific to trade fairs and exhibitions. 2. Ability to communicate accurately and concisely. 3. Highly professional and polite demeanor. 4. A high level of appreciation of register and ability to vary one's tone. 5. Effective and persuasive representation of one's company. 6. Planning and development skills. 7. Bargaining and other negotiating skills. 8. Problem solving and decision making skills. 9. Intercultural awareness and experience. 			
修課規定 Course Criteria	學分 Credit(s)	2 credits, 1 semester		
	管考指標 Evaluation	<ol style="list-style-type: none"> 1. Students will be given a mid-term and a final exam. Each exam will be based on the learning content and will count 30 %. 2. Class participation and homework will count 30 %. 3. Attendance will count 10% 		
	學習目標 Learning Content	<p>This course introduces students to the proper planning, implementation and effective management of a trade show and trade show presence as keys to trade show success for every organization. The course incorporates authentic scenarios and a practical project for further training and guidance. The topics to be covered include:</p> <ul style="list-style-type: none"> • The scope of trade show marketing • Planning the show • Coordinating the show • Pre-show marketing • At the show • Working with your staff • Secrets of successful shows • Post-show follow-up 		
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing

<p>能力敘述 Description</p>	<p><u>Objective:</u> Can understand the main points and important details of clear standard speech at or relating to trade shows, provided the content incorporates a high frequency of commonly used business-related language. Can understand the main points of many radio or TV programs on current affairs in International Trade and Business, provided the delivery is clear.</p>	<p><u>Objective (Spoken Interaction):</u> Can deal with common situations encountered at a trade show or regarding a trade show. Can enter unprepared into a conversation at a trade show or revolving around a trade show, provided the discourse involves using mostly commonly used business-related language.</p> <p><u>Objective (Spoken Production):</u> Can connect phrases in order to describe familiar business experiences, events, plans, etc. at or regarding a trade show. Can briefly give reasons and explanations for opinions and plans at or regarding a trade show.</p>	<p><u>Objective:</u> Can understand texts relating to trade shows that consist mainly of a high frequency of commonly used business related language. Can understand the description of events, feelings and wishes, etc. in standard business letters relating to trade shows.</p>	<p>—</p>
<p>建立教材 Material(s)</p>	<p>1. English for Trade Show, by 施孝昌, ISBN: 7111114329 2. BBC Learning English Website, Ten Days in Manchester: http://www.bbc.co.uk/worldservice/learningenglish/business/tendays/index.shtml</p>			
<p>可擔任之職務 Jobs that the students who have completed the course can apply for</p>	<p>This course is suitable for students who anticipate that their job will involve promoting a company's service and products at a macro level (i.e. at exhibitions and trade shows). It is highly suitable for sales, marketing, and advertising staff, managers, product designers, importers and exporters, trade show organizers, and events and activities managers and staff.</p>			