朝陽科技大學 098學年度第1學期教學大綱
Festival Marketing and Events Planning Practice 節慶活動企劃行銷與實務

當期課號	1552	Course Number	1552
授課教師	曾宇良	Instructor	TSENG,YU LIANG
中文課名	節慶活動企劃行銷與實務	Course Name	Festival Marketing and Events Planning Practice
開課單位	休閒事業管理系(四日)三B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1.介紹節慶與賽會活動的主題構思、執行計劃的擬定與管理、後勤支援的控管、行銷與宣傳的重要性、後續的評估與報告撰寫。 2.讓學生學習辦理節慶與賽會活動所需的計劃、管理、實際操作原則。 3.建立學生節慶與賽會活動的管理與經營的技能潛力。	Objectives	This class will describe the history, the tradition, and the activities of the holidays in Taiwan and the other countries. It also study how to plan and to manage the festivals and special events.
教材	課堂講解,討論	Teaching Materials	speech ,discuss
成績評量方式	平常成績50%（包含出席率，上課發言討論情形等) 期末報告50%	Grading	General test 50% Case study report 50%
教師網頁			
教學內容	針對生態性、永續性、社會性、文化性及休閒性等節慶活動相關課題，透過專案計畫之實地演練作深入探討，並藉由完成節慶活動計畫專案所必須涉及之制度、決策、溝通、規劃、設計、執行等議題進行分析、討論與操作，以達致以下目的： 1.提升節慶活動管理專業素養 2.培養溝通協調能力 3.強化計畫控管能力 4.落實理論於實務	Syllabus	Focuses are placed on the festivals & events issues relevant to ecology, substainability, social and recreation. Through the exercise, students are asked to examine the problems thoroughly, analyse, discussion, and execute practically on decision-making, communication, planning, design & implementation. Objectives of the course are 1.heaving students' professional capacity of event management. 2.cultivating students' communication ability 3.strengthening students' project management capability 4.fulfilling theories to practices 5.outdoor study(May3. Visit West Lake Resort Toug Event)

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