

Course syllabus

Course Code : IHT3406

Course Title : Marketing and Promotion of MICE

Credits : 3(3-0-6)

Semester /Academic Year : 2/ 2014

Students : Hospitality and Tourism Management Year 4

Lecturers : Ms.Kanamon Suwantada

Course Outline

Principles and procedures in market research and strategic marketing planning, gathering and update economic data and statistics. Including sales planning, promotion of event and media production.

Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	Introduction to MICE Industry <ul style="list-style-type: none">• Pre-test• Class Introductions, Review course reference sheet• Overview of MICE Industry	3	<ul style="list-style-type: none">• Pre-test to assess Student knowledge about MICE Industry
2	Meeting <ul style="list-style-type: none">• Definition• Purpose of Corporate Meeting• Industry Trends	3	<ul style="list-style-type: none">• Lecture and group discussion• Student-centered: Cooperative learning approaches
3	Incentive Travel <ul style="list-style-type: none">• Incentive Travel program types	6	<ul style="list-style-type: none">• Lecture and group discussion• Student-centered: Problem-Based learning and Cooperative learning approaches

	<ul style="list-style-type: none"> • Incentive Travel in Thailand • Incentive Travel Trends 		
4	<p>Conventions</p> <ul style="list-style-type: none"> • Convention Industry History • Recent Convention Trends • Convention Categorize and Management 	3	<ul style="list-style-type: none"> • Lecture • Case Study
Week	Topic/Outline	Hours	Learning Activities and Medias
5	<p>Exhibitions</p> <ul style="list-style-type: none"> • Exhibition Purposes and Objectives • Recent Convention Trends • Convention Categorize and Measurement 	3	<ul style="list-style-type: none"> • Lecture • Self-study and E-learning through Moodle
6	<p>Organizer and Attendee Decision Making Criteria</p> <ul style="list-style-type: none"> • Meeting and Incentive Travel Decision Criteria • Convention and Organizer (PCO) Criteria • Convention Attendee Decision Criteria • Exhibition Organizer and Attendee Decision Criteria 		<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning approaches

7	<p>Special Events</p> <ul style="list-style-type: none"> • Characteristics • Special Events Component • Social and Economic Impact • Roles and Importance of Event Management Companies 		<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning approaches
8	MIDTERM EXAMINATION		
9	<p>Marketing for MICE</p> <p>Principles and procedures in market research and strategic</p>	6	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches • Self-study and E-learning through Moodle
10	<p>Marketing and Sales Planning, sales planning</p> <ul style="list-style-type: none"> • promotion of event • media production 	3	<ul style="list-style-type: none"> • Lecture
11	<p>MICE Events Management</p> <p>Project Management Importance</p>	6	<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning
12	<p>The MICE Industry Logistic</p> <ul style="list-style-type: none"> • Logistics and Transportation • Transportation Mode • MICE Industry logistics • Related Stakeholders in Logistics and transportation 	3	<ul style="list-style-type: none"> • Lecture and group discussion
13	Standard in MICE Industry	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based

	<ul style="list-style-type: none"> • International Organization for standardization (ISO) • National Level Standard and Guidelines 		learning and Cooperative learning approaches
14	Ethics for MICE <ul style="list-style-type: none"> • Negative Impact • Ethics 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Case Studies
15	Students Presentation	3	<ul style="list-style-type: none"> • Student-centered: Problem-Based learning and Cooperative learning approaches
16	Final Examination and Project- work Assignment submission		<ul style="list-style-type: none"> • Paper and pencil Test
TOTAL	45 hours		

Learning Assessment plan

*Class attendance	10%
*Midterm	20%
*Final	30%
* Class Exercises/Quiz	20 %
*Group Project	20%
Total	100