



## National Kaohsiung University of Hospitality and Tourism

### International Bachelor Program in Tourism Management (ITM)

#### Course Outline

Subject : 會議與展覽實務 Events, Conventions, and  
Exhibition Planning Practical

Credit : 3

Course Hours : 3

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Teaching Purpose	The purpose of this course is to introduce students to the MICE Industry. Students should gain updated knowledge, business ideas, and trends for today's events through lecture studies and field trips. The course will equip students with skills to plan and host events on and off-campus, both for-profit and non-profit purposes, from theoretical foundations and practical examples.
Course Content	<ul style="list-style-type: none"><li>◆X Overview of MICE industry and trends</li><li>◆X Event planning and pitching</li><li>◆X Marketing for events</li><li>◆X Hosting events for different business and communities</li></ul>
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