



Course Specification

Course Title:

Sale Promotion and Marketing Management in MICE Industry

Course Code 3573128

Semester 2 Academic Year 2020

Bachelor of Arts Programme in Hospitality Management

(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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Course Specification

Name of institution	Suan Dusit University
Campus/faculty/department	School of Tourism and Hospitality Management

Section 1 General Information

1. Course code and course title

3573128 / Sale Promotion and Marketing Management in MICE Industry

2. Number of credits

3 (3-0-6)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject: Specific requirements Courses major

4. Responsible faculty members

4.1 course coordinator Miss Charinda Wisesratana

4.2 Instructors Arjan Charinda Wisesratana Section : A1

5. Semester / year of study

Semester 2 / Academic year 2020

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

16/11/2020

Section 2 Aims and Objectives

1. Aims of the Course

The objective of the course is to make clearer understanding of MICE Sale Promotion and MICE Marketing in each different scale. Learning importance of MICE Marketing strategies, MICE trends and how it affect MICE marketing. Students will study about how to sell MICE activities, how to define and qualify the right customers and using the appropriate tools to gain their intension

2. Objectives of Course Development/Modification

1. To be able to adapt MICE Sale Promotion and Marketing in situation after COVID19
2. To make clearer understanding of MICE marketing different strategies in each different MICE scale

Section 3: Course Description and Implementation

1. Course Description

Concepts and principles of sales promotion and marketing in MICE industry include: planning and strategic management, event organization, situation analysis, market segmentation and targeting, implementation of appropriate tools and media for the event organization in correspondence with other marketing strategies and evaluation of ROI of event activities

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 hours	None	None	90 hours

3. Number of hours that the lecturer provides individual counseling and guidance

- In class and online course convener will be available for additional academic advice for 2 hours per week on every Wednesday from 1-2pm., earlier appointment must be made through Line group “Sale Promotion and Marketing Management in MICE industry”

Section 4 Development of Students’ Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

(1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.

● (2) To be self and social responsible with good attitude and behavior.

(3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.

(4) To be disciplined and follow the organizational and social rules and regulations.

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law

- organizing a focus group to find relevant examples

1.3 Evaluation methods

- Peer evaluation and class attendance responsibility and punctuality of assessment submission

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

● (1) To understand the important principles and theories of Sale Promotion and Marketing in MICE Industry, and related skills systematically and globally.

○ (2) To be able to integrate knowledge of Sale and Marketing with other related fields.

(3) To understand research designs and methodology in order to solve organization problems and to develop organizational knowledge management.

2.2 Teaching methods

- Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- Mid-term exam, and final exam and project completion
- Other written and verbal assessments throughout the semester

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

● (1) To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

(2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

○ (3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

3.2 Teaching methods

- Individual presentation
- Group discussion regarding academic writing

3.3 Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

● (1) To be able to work with others and solve the problems both as a good leader and a good team member.

(2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- delegate group work for group discussions
- require oral presentations

4.3 Evaluation methods

- self evaluation
- peer evaluation

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

(4) To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- Self-study by learning from websites and youtube
- In class feedback after oral presentation

5.3 Evaluation methods

- Participation in discussions

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	- Course introduction session - Pre-test	3	Teaching & Learning Activities - Lecture - Pre-test Instructional Media WBSC Kahoot PowerPoint	Arjan Charinda Wisaratana
2	- Learn about differences and similarities between Sales Promotion and	3	Teaching & Learning Activities - Lecture	Arjan Charinda Wisaratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	Marketing Management of each type of MICE		<ul style="list-style-type: none"> - Class discussion Instructional Media - WBSC - PowerPoint - Youtube - VDO Clip Evaluation - Quiz through WBSC 	
3	How to launch successful MICE marketing strategies <ul style="list-style-type: none"> - importance of MICE marketing strategies - MICE tourism trends and how it affects MICE marketing. 	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Guided-practice - Role-play Instructional Media <ul style="list-style-type: none"> - WBSC - Microsoft team online application - PowerPoint Evaluation <ul style="list-style-type: none"> - Group English Presentation 	Arjan Charinda Wisesratana
4	How to launch successful MICE marketing strategies <ul style="list-style-type: none"> - How to promote MICE 	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Guided-practice - Group discussion Instructional Media <ul style="list-style-type: none"> - WBSC - Microsoft team online learning - PowerPoint - Youtube 	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			Evaluation - Report of customer segmentation	
5	<ul style="list-style-type: none"> - How to attract MICE participants to your hotel - Defining the MICE KSPs of a hotel and the target market 	3	Teaching & Learning Activities <ul style="list-style-type: none"> - WBSC - Guided-practice - Case Study - Brainstorming Instructional Media <ul style="list-style-type: none"> - Microsoft Team online learning - PowerPoint - Youtube Evaluation <ul style="list-style-type: none"> - Quiz through kahoot 	Arjan Charinda Wiseratana
6	<ul style="list-style-type: none"> - Create a unique landing page for MICE on website - Strike for repeat customers 	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Guided-practice - Case study - Group discussion Instructional Media <ul style="list-style-type: none"> - WBSC - Microsoft team online class - PowerPoint 	Arjan Charinda Wiseratana
7	<ul style="list-style-type: none"> - How to sell Meetings and Incentive Travel? 	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Guided-practice - Brainstorming 	Arjan Charinda Wiseratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			Instructional Media - WBSC - Microsoft Team online - PowerPoint	
8	<ul style="list-style-type: none"> - Define and qualify your clients - Describe the bidding process - Explain the difference between a Request for Information and Request for Proposal - Prepare a client file 	3	Teaching & Learning Activities - guided-practice - Brainstorming Instructional Media - WBSC - PowerPoint Evaluation - Mid-Term Examination	Arjan Charinda Wisesratana
9	<ul style="list-style-type: none"> - Put the right technology to the right job: Multi-Use Event Apps for Webinar 	3	Teaching & Learning Activities - Students mind map on how to deliver products or services of each hospitality business - Brainstorming Instructional Media - WBSC - PowerPoint - VDO Clip Evaluation - Q & A	Arjan Charinda Wisesratana
10	<ul style="list-style-type: none"> - Duties and responsibilities of TCEB (Thailand Convention and Exhibition 	3	Teaching & Learning Activities - Demonstrate new	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	Bureau) – The National MICE Organizer of Thailand		technology to facilitate digital Meetings - Recap knowledge from online class and present in pair - Pair-work Instructional Media - WBSC - PowerPoint Evaluation - Explanation regarding previous class	
11	- Real Practice from Marketing Division of organizer company	3	Teaching & Learning Activities - Guest Speaker Instructional Media - PowerPoint Evaluation - Summarized Essay	Arjan Charinda Wisesratana
12	- Smart Venue in Thailand and in other parts of the World	3	Teaching & Learning Activities - Guided-practice and follow up for project progression - Case study - Group work Instructional Media - WBSC - PowerPoint - Youtube	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			Evaluation - Project progression	
13	- MICE Intelligence and Innovation	3	Teaching & Learning Activities - Guided-practice - Q& A from powerpoint content Instructional Media - WBSC - PowerPoint - Youtube - VDO Clip Evaluation - Tasks assignment through WBSC	Arjan Charinda Wisesratana
14	- MICE Marketing Trend and Tools to be used for 2021	3	Teaching & Learning Activities - Student presentation Instructional Media - WBSC - PowerPoint - Youtube Evaluation - Q & A	Arjan Charinda Wisesratana
15	- Case study - Term paper presentation	3	Teaching & Learning Activities - Project evaluation Instructional Media - WBSC	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			- PowerPoint Evaluation - written report submission	
16	* Final Examination	3	Final Examination (written examination)	Arjan Charinda Wisaratana

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.2,1.4,4.1,4.2,5.2	Attendance and English Discovery	1 - 15	15%
2	2.1,2.2,5.1	Individual work, Group work, Project	1 - 15	35%
3	2.1,3.1,3.3	Midterm Examination and Final Examination	8, 16	30%
4	1.2,1.4,2.1,2.2, 2.4,3.1,3.3,4.1,5.1	Final term paper	15	20%

Evaluation

Final term paper 20%

Midterm Examination 15%

Final Examination 15%

Class Assignment 35%

Attendance 10 %

English Discovery 5%

Total 100 %

Section 6 Teaching Materials and Resources

1. Texts and main documents

PowerPoints “ Sale Promotion and Marketing in MICE Industry” by Arjan Charinda Wisesratana

2. Documents and important information

1	https://www.businesseventsthailand.com/en
2	https://www.exhibitionworld.co.uk/itb-asia-kicks-off-first-online-event

3. Documents and recommended information

1	Paul Colston , 2020, Coex and NexTech AR partner to deliver new virtual events platform offer
2	Rob Davidson ,(2019) : Business Events

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students’ online evaluation and feedback

2. Evaluation strategies in teaching methods

- Exam results
- Revision of learning outcomes

3. Improvement of teaching methods

- Increase general knowledge, skills, and teaching competency in order to introduce new instructor models or methodologies
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

4. Evaluation of students’ learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Exam results
- Project completion

5. Review and improvement for better outcome

- Assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3
- Follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria