

Implementation Guidelines for “International Meeting, Exhibition, Convention and Creative Marketing” Credit Program

Approved by the Curriculum Committee and Department Meeting of the
Department of Translation and Interpreting on April 14, 2015

Approved by the College Curriculum Committee of the
College of English and International Studies on May 6, 2015

Approved by the University Curriculum Committee on May 26, 2015

Approved at the Academic Affairs Committee on June 22, 2015

- I. Program name: International Meeting, Exhibition, Convention and Creative Marketing Credit Program
- II. Program planning departments: Department of Translation and Interpreting and Department of International Affairs
- III. Coordinating and reviewing departments: Department of Translation and Interpreting, Department of International Affairs, Iga Computer, Jungcheng Integrated Marketing, Kaohsiung Exhibition Center (KEC) and International Convention Center, Kaohsiung (ICCK).
- IV. Program objectives:
 - (I) The “International Meeting, Exhibition, Convention and Creative Marketing” Credit Program is established to cultivate cross-disciplinary professionals with the ability to speak two foreign languages.
 - (II) On the basis of student’s foreign language and understanding of international cultures, the program provides students with professional training on the organization of meetings, exhibitions, conventions and marketing to cultivate professional talents for international meetings, exhibitions, conventions and marketing.
 - (III) This program combines courses that focus on two foreign languages, multiple cultures, meetings, exhibitions and conventions, and marketing to provide students with cross-disciplinary and inter-disciplinary practical courses. It further enhances their professional knowledge and competitiveness in the job market.
 - (IV) This program also aims to cultivate a second specialty for the students [train students in a second specialty]. Therefore, the courses offered emphasize professionalism and internationalization. Off-campus internship courses are also offered to guide students in finding jobs after graduation.
- V. Qualifications for application: junior students of the four-year college program

and junior students of the two-year college program.

VI. Application and evaluation procedures:

- (I) Information required: Applicant should submit the application form, original copy of Chinese transcript of records of the previous semester, applicant's reasons for taking the credit program, Chinese resume, English resume, and other relevant documents (such as certificate of the language proficiency test and other certificates).
- (II) Due dates: The due dates will be announced at the beginning of the semester according to the university calendar.
- (III) Announcement of results: Upon evaluation and approval, the list of students who can join the program will be announced on the website of the Department of Translation and Interpreting and the university bulletin board.
- (IV) The program should enroll 20 students.

VII. Credits: Minimum 23 credits

VIII. For students who take the credit program, at least one-half of credits taken should not be one of the following:

- (I) courses offered in the student's own major (excluding cross-disciplinary courses stipulated by the department or graduate school)
- (II) courses offered in the student's own double major
- (III) courses offered in the student's own minor
- (IV) The curriculum of the program is shown below:

Professional courses	Internship courses (choose one)	Total number of credits
19 credits	Internship during summer vacation(4 credits)	23 credits
	Internship during semester (9 credits)	28 credits

Category	Course name	Credits
Professional courses (compulsory)	Introduction to The Conventions, Expositions, and Meetings Industry	3
	Marketing and Planning for Mice	3
	Venture Capital, Business Plan and Practice	4
	Venture Capital, Business Plan and Practice I	2
	Digital Marketing and Practice II	3
	International Exhibition Site Planning and Management	3
	Planning and Management for International Exhibition and event	3
Internship courses (compulsory, choose one)	Internship during summer vacation	4
	Internship during semester	9

IX. Regulations for the issue of program certificate:

- (I) Review of qualifications: The department in charge of the program should complete the qualification review before students graduate.
- (II) Issue of certificates: According to the results of qualification review provided by the department in charge of the program, the Registration Section should ask for the approval from the Dean of Academic Affairs. Upon approval, the University will issue the certificate for the “International Meeting, Exhibition, Convention and Creative Marketing” credit program.

X. Point of contact: Assistant of the Department of Translation and Interpreting (Extension numbers 6402 and 6405)