

Appendix A

Senior Paper Proposal Format

A SENIOR PAPER PROPOSAL

to the

Department of International Affairs
Wenzao Ursuline University of Languages

Long Titles Should Be Double-Spaced and
Divided for Readability (24-font)

By

Your full name in English

(Your full name in Chinese)

June 2014

Kaohsiung, Taiwan, R.O.C.

A SENIOR PAPER PROPOSAL

to the

Department of International Affairs
Wenzao Ursuline University of Languages

Submitted by

Your Name(s)
Your School ID(s)

Title:	Your Title
Period of Project:	Month Day, Year – Month Day, Year
Date Submitted:	Month Day, Year

Signed

Student(s):

Authorizing Faculty:

Your Name(s)
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Your Advisor's Name
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His/her e-mail address

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INTRODUCTION

Background

A successful travel agency needs effective marketing. However, marketing involves so many things that it can never be an easy job . . .

As a matter of fact, marketing involves designing, managing, and pricing products, services, and guest experiences and planning the wide array of communications that promote these offerings . . .

Motivation

According to the Tourism Bureau, there are about 2,640 travel agencies in Taiwan. Some travel agencies are running their business successfully, while some are failing . . .

Research Purpose

The purpose of the study is to identify the success and failure of tourism marketing strategy used by the Flying Travel Agency . . .

Research Questions

1. How does Flying Travel Agency decide their products?

. . .

Contribution

The findings of this research may be . . .

Limits

It may be hard to compare the best marketing strategy with those of the Flying
Travel Agency . . .

Delimits

My case study will only focus on . . .

LITERATURE REVIEW

The marketing mix contains four variables, which are product, price, promotion and place. They all begin with letter “P”; hence, generally we call them the four Ps.

The definitions of the four core variables in the marketing mix are. . .

METHODOLOGY

Research Process

Firstly, I will use the marketing mix as my indicators. Secondly, I will observe Flying Travel Agency's marketing mix as the fundamental sources of information. Thirdly, . . .

Preliminary Chapters

Chapter One: Introduction

Background

Motivation

Research purpose

Research questions

Contribution

Limits

Delimits

Chapter Two: Literature review

Chapter Three: Research methods

Research process

Chapter Four: Research result

Data analysis

Chapter Five: Conclusion

Suggestion of the Research

Schedule

Tasks	Period	2	3	4	5	6	7	8	9	10	11	12
1. Topic setting	2014/2/18 - 3/28		■	■								
2. Literature review	...			■	■	■	■					
3. First draft of proposal				■	■							
4. Revision proposal draft			■	■								
5. GP draft sharing						■						
6. Data collection								■	■	■		
7. Write the GP paper						■	■	■	■	■	■	
8. Final GP due											■	
9. GP sharing											■	
10. GP presentation												■

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Appendix

Put relevant materials here.