

系所組別： 創意產業設計研究所甲組

考試科目： 品牌與行銷企劃

考試日期：0220，節次：3

※ 考生請注意：本試題 可 不可 使用計算機

(You can answer in English or in Chinese)

1. What is the Marketing and Branding (Please explain using Examples) (10%)
2. What are the Marketing Strategies of Apple and IBM during these years? (25%)
3. What are the Marketing Strategies of Yahoo, Google, and Facebook? (25%)
4. How can you Marketing and Branding about Tainan City? (25%)
5. How can you Marketing and Branding about National Cheng Kung University (NCKU)? (15%)