

# 國立成功大學

## 113學年度碩士班招生考試試題

編 號：209

系 所：創意產業設計研究所

科 目：品牌與行銷企劃

日 期：0202

節 次：第 3 節

備 註：不可使用計算機

編號：209

國立成功大學 113 學年度碩士班招生考試試題

系 所：創意產業設計研究所

考試科目：品牌與行銷企劃

考試日期：0202，節次：3

第 1 頁，共 1 頁

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

1. Please provides your definition of "branding", and explain how the concept of branding can be used in regional revitalization (地方創生). (30%)
2. Please select one well-known product or service, and analyze the historical evolution of its branding and marketing strategies / activities in the past. Please also provide your suggestion for their branding and marketing activities in the future AI era (30%)
3. Please provide one of your creative ideas about product design, digital design, or service design, and design the branding and marketing strategies about how this idea can be commercialized as a business in creative industries (40%).