# 國立成功大學

# 115學年度碩士班招生考試試題

編　號：144

系　所：創意產業設計研究所

科　目：品牌與行銷企劃

日　期：0204

節　次：第 3 節

注　意：1.不可使用計算機
2.請於答案卷(卡)作答，於試題上作答，不予計分。

1. Omnichannel Marketing and Customer Experience Evaluation (30%)

As the lines between e-commerce and physical retail blur, Omnichannel marketing has become a standard requirement for the retail industry. Companies strive to integrate online and offline touchpoints to provide consumers with seamless and consistent experience. Please answer the following subsections:

(1) Please precisely explain the core difference between "Multichannel Marketing" and "Omnichannel Marketing." Furthermore, argue why Omnichannel is crucial for modern brand management. (5%)

(2) Please cite a domestic or international enterprise that you consider to be excellent in Omnichannel integration as a case study. Specifically analyze what strategies or technological tools (e.g., App integration, inventory sharing, data application, etc.) the company has used to achieve a seamless experience. (10%)

(3) Continuing from the previous case you used in subsection (b), if you were the Marketing Director of that brand, which two Key Performance Indicators (KPIs) or evaluation models would you choose to measure the effectiveness of the Omnichannel strategy in "optimizing customer experience"? Please explain the rationale for choosing these indicators and their underlying management implications. (15%)

2. The Dilemma of Generative AI and Brand Authenticity (30%)

With the popularization of Generative AI technology, the efficiency of marketing content production has increased significantly, and personalized recommendation algorithms have become increasingly precise. However, the application of new technologies also comes with risks regarding privacy infringement, algorithmic bias, and brand "dehumanization." Please answer the following subsections:

(1) Briefly describe two main application scenarios of AI technology in current marketing planning (e.g., content generation, customer service, predictive analytics, etc.) and explain the specific benefits they bring to enterprises. (5%)

(2) Please discuss in depth the "ethical challenges" or the risk of "Brand Asset Dilution" that a brand might face when overly relying on AI for marketing (please list at least two points). (10%)

(3) Assume you are the Marketing Manager of a Taiwanese local craft brand that emphasizes "Craftsmanship" (職人精神) and "Handmade Warmth" (e.g., boutique pour-over coffee, handmade leather goods, or pottery). Please design a "Human-AI Collaboration" marketing strategy: Specifically explain which tasks you would assign to AI to improve efficiency, and conversely, which aspects you would insist on retaining for "human" execution to reinforce consumer perception of the brand's "authenticity and warmth." (15%)

3. Sustainable Branding and Anti-Greenwashing (15%)

Amidst the global trends of climate change and rising social responsibility awareness, integrating ESG (Environmental, Social, and Governance) into brand value has become a prominent discipline. However, consumers are increasingly distrustful of empty environmental slogans, and accusations of "Greenwashing 漂綠" can severely damage a brand's reputation. Please answer the following subsections:

(1) Explain the importance of combining brand strategy with sustainability concepts, and analyze the specific value this brings to Brand Equity (e.g., premium pricing power, talent attraction, customer loyalty). (7%)

(2) What is "Greenwashing"? When a brand communicates about sustainability, what principles (such as transparency, verifiability) should it follow to avoid falling into greenwashing controversies? (8%)

4. Co-branding and Schema Incongruity Theory (25%)

In recent years, "Co-branding" has become a popular method for brands to create buzz. Schema Incongruity Theory in psychology suggests that when received information creates "Moderate Incongruity" with existing cognitive frameworks (Schemas), it often triggers more curiosity and positive evaluations from consumers than information that is "Congruent" or "Extremely Incongruent." Please answer the following subsections:

(1) Please apply "Schema Incongruity Theory" to explain: Why do some seemingly conflicting brand collaborations generate massive viral effects on social media? What is the psychological mechanism behind this? (5%)

(2) Please cite a real co-branding case you have observed (domestic or international), analyze whether the case belongs to "Moderate Incongruity" or "Extreme Incongruity," and comment on the effectiveness, pros, and cons of that collaboration. (8%)

(3) Please conceive a cross-industry co-branding plan that adheres to the "Moderate Incongruity" principle for a Traditional Taiwanese Food Brand (please select one, e.g., I-Mei 義美, Hsin Tung Yang 新東陽, Black Bridge 黑橋牌, etc.). Please clearly explain: (a) Who is the collaboration partner? (b) What is the form of the collaborative product? (c) What Synergy and Effects are expected to be brought to both brands? (12%)