



# 創意行銷:社區、文化與場域 CREATIVE MARKETING: COMMUNITIES, CULTURE AND CONTEXTS

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## 基本素養 Basic Literacy

- ☐ 文化素養  
Cultural Literacy
- ☐ 歷史意識  
Historical awareness
- ☐ 藝術涵養  
Art and visual literacy
- ☐ 公民素養  
Civic literacy
- ☐ 國際視野  
Global Vision
- ☐ 生命關懷  
Concerns of Life

## 核心能力 Competence

- ☐ 語文欣賞及運用能力  
To use language skills
- 慎思明辨能力  
To think critically
- 跨領域能力  
To cross disciplinary boundaries
- ☐ 社會變遷因應能力  
To adapt to social change
- ☐ 生活實踐能力  
To practice
- 創新與領導能力  
To innovate and lead

## 課程概述 Course Description

The course aims to develop undergraduate students' fundamental understanding toward the principles and

開課系所 Department/Institute: 通識中心  
Courses of General Education  
開課教師 Instructor: 陳慧琴 Chen, Fay ;  
仲曉玲 Chung, Hsiao-Ling  
開課學年 Academic Year: 0107  
開課學期 Semester: 2  
開課序號 Serial Number: 382  
課程屬性碼 Course No (Attribute Code):  
GE 2596  
課程系統碼 Course System Number:  
A92I800  
分班碼 Class Code:  
學分數 No. of Credits: 2  
課程語言 Medium of Instruction: 英文  
English

## 課程網址 Course Website:

## 先修課程或先備能力 Prerequisite Course(s):

## 教師聯絡資訊 Contact with Teacher

Associate Prof., Chung, Hsiao-Ling 仲曉玲;  
Assistant Prof. Chen, Fay 陳慧琴  
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faychen@mail.ncku.edu.tw

## 助教資訊 Contact with Tutor

## 學習規範 Course Policy

practices of 'creative marketing' and its applications to the context of local community development. Students will learn about how to explore and examine issues of local communities and culture, and how the tools and principles of creative marketing can be integrated in community development. The course proceeds through two approaches: subject-specific lectures and project-based group exercises, and is divided into three parts. PART 1: The Fundamental Concepts starts the lecture series introducing the key concepts, including the definitions of Cultural and Creative Industries (CCI) and relates to the basics of Creative Marketing by referring to the local cases, and the challenges surrounding its recent development. The first part completes with briefing students' group projects guideline and a mini workshop. PART 2: Contexts of Cultural and Creative Design continues to be 1) an successive introduction of the fundamental concepts and cases from the perspectives of the Communities, Culture and Contexts; and 2) students' progress report and feedback of their community development group projects. Students will be able to work in groups and to identify and compare the developmental problems, trends and conditions of the chosen cases. By discussing the development approaches that have been applied to the selected cases, students will be able to critically analyze the conditions and factors that have contributed to their current state and to propose for an alternative way forward. PART 3: Practicing and Presentation will conclude the course by conducting collaborative projects and workshops on the assigned community, and students' final presentations. Students will learn and reflect upon the key concepts of creative marketing through lectures, group exercise and workshop across themes of 'community' and 'culture' and 'context'. The course aims to develop undergraduate students' fundamental understanding toward the principles and practices of 'creative marketing' and its applications to the context of local community development. Students will learn about how to explore and examine issues of local communities and culture, and how the tools and principles of creative marketing can be integrated in community development. The course proceeds through two approaches: subject-specific lectures and project-based group exercises, and is divided into three parts. PART 1: The Fundamental Concepts starts the lecture series

## 評量方式 Grading

方法	百分比%
出席 Participation	30
小組報告 Group Projects	30
個人書面報告 Projects	20
作業 Assignments	20

## 教學方法 Teaching Strategies

方法	百分比%
講授 Lecture	30
參訪 Visiting	30
實作 Workshop	30
其他:case study others	10

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## 課程教材 Course Material

## 參考書目 References

- James A. Fitzsimmons, Mona J. Fitzsimmons (2011) Service management : operations, strategy, information technology. Boston : McGraw-Hill/Irwin.
- Baker, B. (2007) Destination branding for small cities: The essentials for successful place branding. Portland, OR: Creative Leap Books
- Bilton C. and Cummings S. (2014) Creative Strategy: Reconnecting Business and Innovation London: WileyBlackwell
- Bryson, J.R. and Daniels P.W. (Eds.) (2005) The Handbook of Service Industries. London:Edward Elga

introducing the key concepts, including the definitions of Cultural and Creative Industries (CCI) and relates to the basics of Creative Marketing by referring to the local cases, and the challenges surrounding its recent development. The first part completes with briefing students' group projects guideline and a mini workshop. PART 2: Contexts of Cultural and Creative Design continues to be 1) an successive introduction of the fundamental concepts and cases from the perspectives of the Communities, Culture and Contexts; and 2) students' progress report and feedback of their community development group projects. Students will be able to work in groups and to identify and compare the developmental problems, trends and conditions of the chosen cases. By discussing the development approaches that have been applied to the selected cases, students will be able to critically analyze the conditions and factors that have contributed to their current state and to propose for an alternative way forward. PART 3: Practicing and Presentation will conclude the course by conducting collaborative projects and workshops on the assigned community, and students' final presentations. Students will learn and reflect upon the key concepts of creative marketing through lectures, group exercise and workshop across themes of 'community' and 'culture' and 'context'.

### 課程學習目標 Course Objectives

- Develop students' fundamental understanding of creative marketing
- Develop students' cross-culture collaborations capacities.
- Cultivate students' critical-ethical thinking toward community development.

### 課程進度 Course Outline

週次 Week	進度說明 Progress Description
1	Course Introduction
2	Holiday OFF
3	Understanding Key Concepts I: Culture. Creativity. Industries

Caves R. E. (2000) Creative Industries: Contracts Between Arts and Commerce. Cambridge, Mass.; London: Harvard University Press.

Daniels, P.W. (eds)(2005) Service industries and Asia-Pacific cities : new development trajectories. London: Routledge

Dinnie, K. (2015) Nation Branding: Concepts, issues, practice. London & New York: Routledge

Donald C. and Schindler P. (2001) (eds) Business research methods. Boston : Irwin/ McGraw-Hill. 7th ed.

Kleinaltenkamp, M., Plinke, W., Wilkinson, I., Geiger, I. (Eds.) (2015). Fundamentals of business-to-business marketing; Mastering business markets. Dordrecht, Netherlands: Springer.

Kuniavsky M. (2003) Observing the user experience: a practitioner's guide to user research. San Francisco: Morgan Kaufmann Publishers

McCool, S. F., & Bosak, K. (2016). Reframing sustainable tourism. Dordrecht, Netherlands: Springer.

Schneider, B., & Smith, D. B. (Eds.)

(2004) Service quality: Research perspectives. Thousand Oaks, CA: Sage.

Tullis Tom and Albert B. (2008) Measuring the user experience: collecting, analyzing, and presenting usability metrics.

### 備註 Remarks

4	Group Projects Guideline Briefing / Teambuilding
5	Communities I: What is Community? - Community branding
6	Communities II: Community and Stakeholders-B2B and B2C Marketing
7	Holiday OFF
8	Guest Speech (1): Community Service Design +Social Innovation
9	Mid-term Group Presentations
10	Culture I: Community Culture and Living --Online and offline Marketing
11	Culture II: Community and Commodification-Lifecycle Marketing
12	Guest Speech (2) : Cultural Assets and Community Regeneration
13	Context I: Cultural and Social Contexts-Social Marketing / Sustainable tourism
14	Context II: Commercial and Economic Contexts - Product and Service development and promotion
15	Collaboration and Workshop in the Community
16	Collaboration and Workshop in the Community
17	Final Group Presentations and Feedback
18	Submission of project written reports

以上每週進度教師可依上課情況做適度調整。The schedule may be subject to change.

### 課程是否與永續發展目標相關調查

#### **Survey of the content relevant to SDGs**

本課程與SDGs相關項目如下：

This course is relevant to these items of SDGs as following:

- 消除貧窮 (No poverty)
- 健康與福祉 (Good health and Well Being)
- 就業與經濟成長 (Decent work and Economic growth)

- 減少不平衡 (Reduced Inequalities)
- 永續城市與社區 (sustainable cities and communities)

### 有關課程其他調查 **Other Surveys of Courses**

1.本課程是否規劃業界教師參與教學或演講? 是，約 2 次

Is there any industry specialist invited in this course?

How many times? Yes, about 2 times.

2.本課程是否規劃含校外實習(並非參訪)? 否

Are there any internships involved in the course? How many hours? No

3.本課程是否可歸認為學術倫理課程? 否

Is this course recognized as an academic ethics course? In the course how many hours are regarding academic ethics topics? No

4.本課程是否屬進入社區實踐課程?

Is this course recognized as a Community engagement and Service learning course? Which community will be engaged?