

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創意行銷	Serial No. / ID	3082 / IBM3100
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	魏志雄	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)789 / B407	Language	Chinese

Introduction
<p>Creative marketing makes world economy booming. They are seen as the source of innovative ideas, as knowledge workers, part of a c r e a t e i v e class of individuals who generate new products, processes, etc. It entails the construction of a new paradigm of thinking. Creative marketing refers to the process of bringing new approaches and ideas to problem-solving to achieve results in pecuniary and non-pecuniary terms. It links c r e a t e i v i t y to innovation: c r e a t e i v i t y being the development of new ideas; innovation being the application of those ideas to practical use. Creative marketing practice offers an innovative, proactive and opportunistic approach to c r e a t e i n g value for customers by bringing together unique combinations of public and private resources to exploit economic, social or cultural opportunities in an environment of change.</p>

Outline
<p>Creativity is based on 6 Ps (place, people, property, process, practice and product). Creativity and Marketing. Innovation and the entrepreneurship concept. Creative industries.</p>

Prerequisite
The principle of marketing