

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	藝術行銷	Serial No. / ID	2201 / PDD3065
Dept.	造形藝術學系	School System / Class	大學日間部3年1班
Lecturer	曾鐵湖	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	NO
Time / Place	(二)89A / G406	Language	Chinese

Introduction

The course includes introduction to the marketing strategies of contemporary art. The main axis will combine with cultural-creative industries and marketing model.

Course Objectives including three parts: (1) Interpretation of arts marketing model (2) analysis of contemporary cultural-creative industry development (3) creative marketing performances.

Outline

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Prerequisite

Open qualification