

98-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|-------------|-----------------------|----------------|
| Title | 藝術行銷 | Serial No. / ID | 2457 / PDD3065 |
| Dept. | 造形藝術學系 | School System / Class | 大學日間部3年1班 |
| Lecturer | 黃曉微 | Full or Part-time | 兼任 |
| Required / Credit | Optinal / 2 | Graduate Class | NO |
| Time / Place | (一)9AB / | Language | Chinese |

| Introduction |
|--|
| <p>The course includes introduction to the marketing strategies of contemporary art. The main axis will combine with cultural-creative industries and marketing model.</p> <p>Course Objectives including three parts: (1) Interpretation of arts marketing model (2) analysis of contemporary cultural-creative industry development (3) creative marketing performances.</p> |

| Outline |
|--|
| <p>The course includes introduction to the marketing strategies of contemporary art. The main axis will combine with cultural-creative industries and marketing model.</p> <p>Course Objectives including three parts: (1) Interpretation of arts marketing model (2) analysis of contemporary cultural-creative industry development (3) creative marketing performances.</p> |

| Prerequisite |
|--------------------|
| Open qualification |