

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	設計企劃與行銷				
英文課程名稱 Course Name in English	Design and marketing planning				
科目代碼 Course Code	PM431			班別 Degree	<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite					
課程描述 Course Description					
<p>The course emphasizes both theory and practice. It introduces the basic framework and process of design planning as well as concept and technique of integrated marketing design. Through case study by simple language, it simulates the proposal and presentation of design plans in business circle to find the principle of design planning and the trend of design marketing.</p>					
課程目標 Course Objectives					
<ul style="list-style-type: none"> ● Introduction of writing method and skill of design planning ● Students can recognize the importance of marketing to design works and the related concepts ● Students are familiar with the content and methods of marketing in order to acquire necessary decision-making criteria by proper marketing at the right time in future design works 					
教育目標 Education Objectives					
1	Cultivation of professional capability of products and media				
2	Cultivation of design capability of cultural and creative industry				
3	Cultivation of professional ethics and social concern				
4	Aesthetic practice in life, live and career education				
核心能力（專業能力） Learning Outcomes（Basic Learning Outcomes）				課程目標與基本素養 與核心能力相關性 Correlation between Course Objectives and learning Outcomes	
A	Professional knowledge				★

B	Design Technology	◎
C	Humanities	★
D	Creative Thinking	★
E	Information Technology	◎
F	Communication and expression	★

圖示說明：Illustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated

課程綱要

Course Outline

Week	Course content	Remark
Week 01	Meeting: introduction of course content and progress	
Week 02	The importance of design marketing	
Week 03	The basic concepts of the design marketing	
Week 04	Market segmentation, target market and positioning	
Week 05	Design planning and development process	
Week 06	Investigation: market analysis	
Week 07	Rival analysis	
Week 08	Consumer investigation: consumer analysis	
Week 09	Midterm Exam Week	Report of investigation
Week 10	Integration of marketing design	
Week 11	Writing skill of plans	
Week 12	Case study on design marketing (1)	
Week 13	Case study on design marketing (2)	
Week 14	Case study on design marketing (3)	
Week 15	Achievements Exhibition (1)	
Week 16	Achievements Exhibition (2)	
Week 17	Achievements Exhibition (3)	
Week 18	Final Exam Week	

資源需求評估（師資專長之聘任、儀器設備配合...等）

Resources Required (e.g. qualifications and expertise,instrument and equipment,etc.)

- Teachers of design planning and marketing
- Electronic devices, large tables and classrooms with discussion wall

課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

- Cultivation of professional design literacy; the assignments should be submitted on time. For the delayed submission, students will receive 0 as the score.
- There will be irregular calls in classes. Regarding cutting class without proper reasons for at least 4 times, the students will not obtain the credit from the course.
- Lecture, case study, collaborative learning and interview