中臺科技大學通識教育微學分課程簡介

Course Syllabus

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 開課學期 | 107-1 | | 部別 | | 日間部 | |
| 開課系科 | 通識教育中心 | | 學制 | | 大學部（二技、四技） | |
| 課程名稱 | 產品開發與行銷包裝 | | 授課教師 | | 林芷薐 | |
| 課程類別 | □學理基礎 █應用實作  □跨領域探索  □其他：＿＿＿＿＿＿＿＿ | | 授課方式  （可複選） | | □授課□演講□參訪□工作坊  □遠距教學█實作研習營  □其他：＿＿＿＿＿＿＿ | |
| 學分數 | 0.4 | | 授課時間 | | □週五上午1-4節，  □週三下午5-8節，7.8週 | |
| 科目代碼 |  | | 請益時間 | |  | |
| 開課代號 |  | | 聯絡方式  （電子信箱或手機號碼） | |  | |
| 課程描述  Course Description | | | | | | |
| 本課程利用相關研習及工作坊，以專業素養、觀察體驗與設計思考三種基本核心能力為基礎，融會跨領域整合之創新能力。 | | | | | | |
| 課程目標  Course Objectives | | | | | | |
| 1. 能瞭解文化創意產業的基本概念、範疇與產業發展。  2. 能了解產品開發與行銷包裝的相關知識。  3. 能在實踐中學習新東西，並加以創造性使用。  4. 能將文化創意相關領域應用於專業知能。 | | | | | | |
| 授課進度  Course Schedule | | | | | | |
| 第一週：產品開發與行銷包裝導論  第二週：產品開發與行銷包裝應用(實作) | | | | | | |
| 教學方式  Teaching Method | | | | | | |
| 課堂講授、實作 | | | | | | |
| 學習評量方式與配分 Evaluation Methods & Ratio | | | | | | |
| 請勾選合適項目，單項、多項皆可，各項合計100%  ■隨堂作業 \_50\_\_ % ■上課參與度 \_30\_\_ % ■ 出席 \_20\_% □口頭報告 \_\_\_\_\_\_\_\_\_ %  □其他(請註明) \_\_\_\_\_\_\_\_\_\_ % | | | | | | |
| 教科書(書名、作者、出版社、備註) Textbook (Title, Author, Publisher, Remarks ) | | | | | | |
| 書名 Title | | 作者 Author | | 出版社  Publisher | | 備註  Remarks |
| 自編教材 | | 林芷薐 | |  | |  |
|  | |  | |  | |  |
| 參考書目(書名、作者、出版社、期刊、備註) Reference Materials (Title, Author, Publisher/Journal, Remarks ) | | | | | | |
| 書名 Title | | 作者 Author | | 出版社/期刊  Publisher/  Journal | | 備註  Remarks |
|  | |  | |  | |  |
|  | |  | |  | |  |

Central Taiwan University of Science and Technology

General Education Micro Credit Course Syllabus

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Academic Year/Semester | 107-1 | | Day/Night School | | Day | |
| Department | Center for General Education | | Program | | University department | |
| Course Title | Product Development and Marketing Packaging | | Instructor | | 林芷薐 | |
| Course type | □ Theoretical Foundation  □Application and Implementation  █ Interdisciplinary Learning  □ Other：＿＿＿＿＿＿＿＿ | | Teaching methods | | □ Teaching □ Speech □ Visit □ Workshop□ Distance Learning █ Practical Study Camp  □ Other： \_\_\_\_\_\_\_ | |
| Credit Hour | 0.4 | | Hour(s) | | □W5，Section 1-4，  □W3，Section 5-8，7th .8th week | |
| Course Code |  | | Advisory Time | |  | |
| Subject Code |  | | Email | |  | |
| Course Description | | | | | | |
| This course utilizes relevant workshops and workshops to build on the three basic core competencies of professionalism, observation experience and design thinking, and to integrate innovation capabilities across multiple disciplines. | | | | | | |
| Course Objectives | | | | | | |
| 1. Understand the basic concepts, scopes and industrial development of the cultural and creative industries.  2. Learn about product development and marketing packaging.  3. Learn new things in practice and use them creatively.  4. Can apply cultural creativity related fields to professional knowledge. | | | | | | |
| Course Schedule | | | | | | |
| Week 1: Introduction to Product Development and Marketing Packaging  Week 2: Product Development and Marketing Packaging Applications (Implementation) | | | | | | |
| Teaching Method | | | | | | |
| Classroom teaching, practice | | | | | | |
| Evaluation Methods & Ratio | | | | | | |
| ■Enjoy homework \_50\_\_ % ■Class participation \_30\_\_ % ■ Attendance \_20\_% | | | | | | |
| Textbook (Title, Author, Publisher, Remarks ) | | | | | | |
| Title | | Author | | Publisher | | Remarks |
| Self-education textbook | | 林芷薐 | |  | |  |
| Reference Materials (Title, Author, Publisher/Journal, Remarks ) | | | | | | |
| Title | | Author | | Publisher/  Journal | | Remarks |
|  | |  | |  | |  |