國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：張恩欣

Instructor:An-Hsin Chang

課程名稱：創意行銷

Course Title：Creative Marketing

2026/11/4

課程代號： MA5105701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	M2(TR-514) M3(TR-514) M4(TR-514)
專業核心能力： Core Professional Competencies	□解決問題之能力(Problem Solving) □管理專業知識(Comprehensive management knowledge) □良好溝通表達之能力：□說溝通能力(Oral communication skills); □創新與創業能力(Innovation and Entrepreneurship)
課程網址： Course Website	N/A
課程宗旨： Course Objectives	This course explores the role of creativity in marketing and how it can be applied to develop meaningful and effective brand solutions. Students will engage in creative thinking and idea development while learning how creativity connects with marketing strategy, brand positioning, and audience perception. Key theories and concepts related to creativity will be introduced and discussed in relation to real marketing practice. Instead of learning creative tools separately, the course brings together psychological insight, visual communication, cultural understanding, and strategic thinking as part of an integrated creative process. Students will learn how to turn ideas into clear brand concepts and practical marketing proposals.
課程大綱： Outline of Lectures	Week (Date) Topic 1 (23-Feb)Introduction & Creative Marketing Foundations 2 (2-Mar) Design and Creativity Management 3 (9-Mar) Psychology of Creativity & Visual Perception 4 (16-Mar) Color, Typography & Emotional Meaning 5 (23-Mar) National Holiday 6 (30-Mar) Icon, Symbol, and Brand Image 7 (6-Apr) National Holiday 8 (13-Apr) Individual Module Presentations and Reflection 9 (20-Apr) Design Thinking Method 10 (27-Apr) Brand Identity Systems 11 (4-May) Packaging & Merchandise 12 (11-May) Cultural Creative Design 13 (18-May) Group Consultation & Project Checkpoint 14 (25-May) Cultural Design Presentation 15 (1-Jun) Ideation Methods : Morphological Analysis, Attribute Listing, and Osborn Checklist 16 (8-Jun) Group Project Presentation
授課方式： Method of Instruction	講授 Lecture：50% 分組討論 Group discussion：20% 案例研討 Case study：0% 操做練習 Practical exercises：30% 講授 Lecture：N/A%

教科書： Textbooks	N/A
參考書目： References	• Ambrose, G. (2015). Design thinking for visual communication. Bloomsbury Publishing. • Beausoleil, A. M. (2022). Business design thinking and doing. Springer International Publishing. • Ebster, C. (2011). Store design and visual merchandising: Creating store space that encourages buying. Business Expert Press. • Kaefer, F. (2021). Insider's guide to place branding. Springer International Publishing.
修課須知： Notice	N/A
評量方式： Grading	N/A
備註說明： Notes	N/A