

2019 Results and Highlights of Higher Education Sprout Project

Implement teaching innovation and improve teaching quality

Sub-project

1-3-1 Offer Course of Interdisciplinary Learning

— From the workplace to see the Interdisciplinary marketing

Results and Highlights:

The project is to organize a 9-hour cross-field practice course on tribal overall construction. Combining advertising production, marketing case study and marketing planning courses, and learning from tribal agriculture, tourism and industry to enhance students' practical ability. After the project, students will no longer be unfamiliar with industry connections, and will also increase their confidence in cross-field employment and entrepreneurship. In addition, using our excellent equipments to promote planning and advertising design and cross-domain marketing counseling, and to win the industry's TV editing software agency EDIUS WORLD Company to provide free editing software worth about 360,000 for students to carry out commercial advertising The implementation of the film greatly enhances students' cross-field marketing planning and practical capabilities for digital marketing.



Fig.1 Aerial photography marketing



Fig.2 Tribe tourism marketing course



Fig.3 Aerial photography of tribe



Fig.4 Photo studio marketing course