

2019 Results and Highlights of Higher Education Sprout Project

Implement teaching innovation and improve teaching quality

Sub-project | 1-5-1-Cultivation of Creative, Innovation and Entrepreneurship

Results and Highlights:

Handle innovation, creativity, and entrepreneurship ideas courses and combine them with practice. Teachers from the department and industry teachers lead students to take a 10-hour Taitung City marketing course and a 5-hour Yilan County tribe innovation, creativity and entrepreneurship tribe overall creation and marketing experience course. This project also combines the 1-3-1 project and the courses of advertising production, marketing case study and marketing planning, etc. The results are quite fruitful. Among them, it combines the practical experience of Heran Co., Ltd. to train students in product sales. In middle school, student successfully sold 40 gas fryer of the company in one week through videos and marketing practices, combined with online platforms and marketing videos, which became an example of the company's personal marketing. In addition, it will lead students to cooperate with private companies and government units to jointly carry out the marketing and promotion of creative industries, and fully enhance students' practical ability in innovation and creativity and future entrepreneurship planning and execution.



Fig.1 Taitung City marketing



Fig.2 Tiehua Village and City marketing



Fig.3 Tribe environmental experience



Fig.4 Sharing tribe's innovation model