

國立中山大學 101 學年度碩士暨碩士專班招生考試試題

科目：藝術管理【劇藝系碩士班甲組】

題號：4029

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1. 請問您對「文化創意產業」之國際拓展有何規劃及建議？(25%)
2. What are the differences between the Cultural Department and the Council for Cultural Affairs (CCA)? What are reasons that the government should establish the Cultural Department? (25%)
3. 從資源取得的觀點，藝術文化機構依不同對象發展出特定的行銷活動和績效評量基準。請舉例並試論這些行銷活動與對象之關聯。(25%)
4. In arts marketing, a difference is made between audience development and customer retention. Please give examples of activities which arts organizations used to serve two different purposes. (25%)