

系所組別： 創意產業設計研究所甲組

考試科目： 品牌與行銷企劃

考試日期：0223，節次：3

※ 考生請注意：本試題不可使用計算機。 請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

You may answer the questions below in either Chinese or English.

1. Select any brand in the creative industries that is of interest to you and answer the following four questions:
 - I. Please provide a brief introduction of the selected brand. Be sure to include a description of the industry that the brand is in, major players in the industry, and the core selling point of the brand. You may use a combination of texts and drawings/sketches in your description. (10%)
 - II. Describe and analyze the selected brand's target market. (15%)
 - III. Analyze the selected brand's branding and marketing strategy. (15%)
 - IV. Please provide suggestions to the brand based on your analysis above. (30%)
2. Please compare and contrast the advantages and disadvantages of strong brands versus weak brands. (20%)
3. Please define and explain the importance of "brand positioning" (10%).