

WE ARE THE ONLY MARKETING DEPARTMENT IN THE COUNTRY

- BRAND-ORIENTED (PARTY A) MARKETING
- KNOWLEDGE FOUNDATION IN CONSUMER PSYCHOLOGY

We are the only marketing department in northern Taiwan's higher education system.



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EDUCATIONAL GOALS

WE ARE NURTURING 【 BRAND MARKETING PROFESSIONALS 】

- WHAT IS PARTY A : THE OWNER OF A BRAND OR COMPANY, SUCH AS NIKE, STARBUCKS, OR COCA-COLA
- OCCUPATIONAL ROLES: BRAND MANAGER, PRODUCT MANAGER, AND BUSINESS OWNER

THE STARTING MEDIAN MONTHLY SALARY FOR BRAND MANAGEMENT PROFESSIONALS:

- BACHELOR'S DEGREE. NT 36,000
- MASTER'S DEGREE NT 43,000



TEACHING RESOURCES

- **EMPHASIZE SCIENTIFIC MARKETING**

- MARKETING RELIES ON SCIENCE AND LOGIC RATHER THAN CREATIVITY
- STUDYING CONSUMER BEHAVIOR THROUGH EYE-TRACKING DEVICE, EEG, AND GSR

- **FEATURED COURSES**

- 【LOGIC IN MARKETING】
- 【GENERAL PSYCHOLOGY】 + 【CONSUMER PSYCHOLOGY】 + 【COGNITIVE PSYCHOLOGY】 + 【MARKETING EXPERIMENT DESIGN】

- **PRACTICAL COURSE**

- DURING THE SEMESTER - TOP INDUSTRY EXPERTS, PRACTICAL APPLICATION COURSES
- IN THE SUMMER - OVERSEAS E-COMMERCE STUDY IN CHINA, CORPORATE INTERNSHIPS

