

Selling Taiwanese Culture Online

The TKU Innovative Center for Cultural and Creative Industries is set to hold a brand new competition starting from Nov. 16. The “Taiwan Culture and Creative International Competition” will provide a platform from which entrants must take practical steps to sell a range of items using online marketing techniques. They will be required to sell arts and crafts pieces, such as aboriginal glass bead necklaces, dyed materials and other hand-made art work.

During the competition, entrants will gain hands-on experience in various areas, from collecting information and planning sales strategies, to selling the products online, providing customer service as well as coordinating logistics and payment issues. The Executive Director of the Center for Cultural and Creative Industries, Liu Hui-chuan, said “the competition is designed to allow students to apply their business and foreign language skills in promoting Taiwanese cultural products overseas. The activity also integrates culture and creative industry classes so as to produce students with a well-rounded education and an international perspective” .

To enroll in the competition, please refer to the website <http://enroll.tku.edu.tw>.

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