

## TKU Students Take First Prize in Marketing Competition

英文電子報

Recently, a group of third year TKU students from the Department of Mass Communication entered an annual marketing competition organized by the Taiwan Alliance for Advancement of Youth Rights and Welfare (Taiwan Youth Alliance, in short). They came first, and the slogan they came up with is set to be used in this year's Taiwan Youth Alliance Walkathon Fundraiser.

Last semester, as part of the course 'Social Marketing', offered by the Department of Mass Communication, students worked with members of the Taiwan Youth Alliance to provide underprivileged youths with professional training workshops and to raise funds for tuition grants. Their supervising teacher, Yu-Pei Ma, said that the concept of marketing is typically only explored from a commercial point of view. The course Social Marketing, however, emphasizes the sharp need for marketing strategies among government and non-profit organizations. It also highlights the importance of partnering with commercial brands for the broader benefit of society, such as in the recent Family Mart charity campaign.

In the TYA Annual Marketing Competition, the TKU students' winning slogan was 'Just Change!' This slogan was adjudged to have been catchy, creative, and highly implementable. It is a pun referring to how just a little bit of spare change can help bring about positive social change.