

2016 Study Tour to understand the latest digital marketing trend in Taipei

About 20 students from Public Relations and Advertising as well as Event Management programmes participated in a study tour to Taipei in June 2016. During the trip, they visited Isobar, a digital marketing agency that has over 4,500 staff members working in over 70 offices globally to offer digital strategies and designs for brand development and product promotion for their clients. Edith Chou, general manager from Isobar Taipei, conducted a presentation for the students to introduce their company background, digital trend and case studies in Taiwan market.

2016臺北研習之旅 了解最新數碼行銷大勢

約 20 名就讀於公關及廣告和活動項目管理的學生，於 2016 年 6 月到臺北進行研習之旅，到訪安索帕數碼行銷公司。安索帕在全球 70 多個地方設有辦事處，員工人數達 4,500 名，為客戶的品牌及產品提供數碼行銷策劃和設計。該公司的臺北辦事處總經理周女士並為學生介紹集團背景，以至臺灣的數碼行銷發展趨勢和相關案例。