## Master Program

### Department
**Core Course**
- Creative Industries Experience (1)
- Creative Industries Experience (2)

### Multidisciplinary Course
- Integration of Culture and Design
- Cultural Creative Cities
- Cultural Studies
- Special Topics
- Seminar
- Cultural Creative Industries Development Issues and Strategies
- Creative Management and Marketing of Cultural Heritage
- Innovation Management
- Material Cultural Studies
- Professional Design and Creative Industry
- Special Issues in Intellectual Property Policy
- User Experience Research
- Industry Design Practice
- Design Research Methods
- Boot Camp
- Action Plan
- Mastering Online Entrepreneurship
- Exhibit Marketing

### Courses for Group A
(Brand & Marketing Planning)
- Creative Product Design (core course)
- Branding and Marketing (core course)
- Consumer Behavior
- Marketing in Creative Industries

### Courses for Group B
(Media & Interaction Design)
- Digital Design in Creative Industries (core course)
- Interaction Design Research (core course)
- Computational Media
- Design for Affective Interaction

### Courses for Group C
(Industry & Service Innovation)
- Creative Industries Investigation (core course)
- Creative Service Design (core course)
- Managing Creative Enterprises
- Creative Industries Planning
- Industry Research

---

## Ph. D Program

### Department
**Core Course**
- Creative Industries Studies (1)
- Creative Industries Studies (2)

### Multidisciplinary Course
- Professional English Writing
- Research on Cognitive Behavior
- Policy Studies
- Qualitative Research
- Quantitative Research
- Introduction to New Media and Digital Arts
- Contemporary Curation: Theory and Practice
- Content Marketing
- Content Marketing
- Pricing Strategy in Creative Economy
- Corporate Innovation Design
- Material Cultural Studies
- Case Analyses
- Design Psychology
- Design Philosophy
- Professional English Writing
- Industry Research: Planning and Methods
- Theory and Practices on Cultural Consumption
- Entrepreneurship Practice 1

---

### Courses for Group A
(Industry & Service Innovation)
- Creative Industries Investigation (core course)
- Creative Service Design (core course)
- Managing Creative Enterprises
- Creative Industries Planning
- Industry Research