

2025 全國賣吶炬達人創新行銷競賽辦法(大專英文組)

Regulations for the 2025 National Management Innovative

Marketing Competition (University English Category)

壹、活動緣起 Event Background

舉辦「賣吶炬達人創新行銷競賽」主要目的為提供學生實務訓練以及理論知識之應用演練，並建立與產業交流之平台。本次競賽主題【日月潭國家風景區國際永續行銷企劃競賽】，透過規劃創新行銷企劃案，以作為學生實務操作演練與創意發想的實務場域，冀望透過此次競賽，整合學校所學知識及技能，再藉由發揮團隊精神與創新行銷思維，培養大專院校學生對於產業趨勢與需求之敏感度，進而獲得解決產業問題的實務能力。

The National Management Innovative Marketing Competition is primarily organized to provide students with practical training and opportunities to apply theoretical knowledge, while also serving as a platform for industry-academia exchange. This year's theme, "Sun Moon Lake National Scenic Area International Sustainable Marketing Proposal Competition," invites participants to design innovative marketing plans. The competition serves as a practical field for students to exercise hands-on skills and creative thinking. Through this competition, students are expected to integrate the knowledge and skills acquired at university, demonstrate teamwork and innovative marketing thinking, and develop heightened sensitivity to industry trends and needs, thereby strengthening their practical ability to solve real-world business challenges.

貳、活動目標 Event Target

一、藉由各大專院校學生的參與及交流，期能激發學生創意，並增進多元型態之學習。

Through the participation and interaction of university and college students, the competition aims to inspire creativity and enhance diversified forms of learning.

二、提供創新創意議題，透過競賽平台，深化學生創意創新之實務技能。

By providing innovative and creative topics, the competition platform seeks to strengthen students' practical skills in creativity and innovation.

三、透過專業且具備豐富實務經驗之業界評審意見，以增進青年學子之實務知能。

By incorporating feedback from professional judges with extensive industry experience, the competition aims to enhance students' practical knowledge and competencies.

參、競賽題目 Competition Topic

一、競賽題目 Competition Topic

競賽主題【日月潭國家風景區國際永續行銷企劃競賽】，日月潭是台灣最具代表性的國際級觀光景點，日月潭風景區管理處積極推動「智慧旅遊」、「低碳運輸」、「文化保存」與「永續發展」，期望塑造日月潭成為亞洲永續旅遊示範地。為了提升國際能見度並引入年輕世代的創意，本競賽特別邀請就讀於台灣大專院校的學生參與英文組競賽。透過國際視野與多元文化觀點，規劃創新且可行的永續行銷方案。

The competition theme is “Sun Moon Lake National Scenic Area International Sustainable Marketing Proposal Competition.” Sun Moon Lake is one of the Taiwan’s most iconic international tourist attractions. The Sun Moon Lake National Scenic Area Administration has been actively promoting smart tourism, low-carbon transportation, cultural preservation, and sustainable development, with the vision of positioning Sun Moon Lake as a model destination for sustainable tourism in Asia. To enhance international visibility and lead into the creativity of younger generations, this competition invites students enrolled at universities and colleges in Taiwan to participate in the English Division. By leveraging international perspectives and multicultural viewpoints, participants are expected to develop innovative and feasible sustainable marketing proposals.

二、主辦單位：朝陽科技大學企業管理系主辦。

Organizer: Organized by the Department of Business Administration, Chaoyang University of Technology.

肆、競賽各項事宜 Matters Related to the Competition

一、參賽對象 Eligibility

就讀各公私立大專校院在學學生（含研究所），對於創新創意企劃有興趣者，不限科系、年級皆可報名參加。

Students currently enrolled at public or private universities and colleges (including graduate programs) who are interested in innovative project planning may apply; applications are open to all majors and year levels.

二、參賽資格 Team Composition

1. 參賽同學必須「三至六人」組成一隊，不接受二人以下、七人以上報名參賽。同學可跨系或跨校組隊，但「一人只得參加一組隊伍」。競賽團隊須具備指導老師，「**一隊以兩名指導老師為上限**」，但各指導老師不限指導組數。

Each team must consist of **three to six students**. Applications from teams with fewer than two or more than seven members will not be accepted. Students may form teams across different departments or universities; however, “each student may only participate in one team”. Each team must have at least one faculty advisor,

with a **maximum of two advisors per team**. There is no limit to the number of teams a faculty advisor may supervise.

2. 競賽團隊在「**上傳報名資料後，即不得更換團隊成員**」。

Once the registration form has been submitted, team members may not be changed.

三、報名費用 Registration Fee

為鼓勵大專院校學生踴躍參與本次競賽，參賽學生**毋需繳交任何費用**。

To encourage enthusiastic participation from university and college students, **no registration fee will be charged to participant**.

四、報名方式 Registration Procedure

1. 報名時間：自即日起（2025 年 9 月 17 日）至 **2025 年 11 月 24 日(一)中午 12：00 前**，參賽團隊請自行擇定一人為團隊代表人，為使資料傳送無誤，請於報名時填入經常使用之 E-mail 信箱。參賽隊伍需填寫線上「**2025 全國賣吶炬達人創新行銷競賽報名表**」並上傳「**參賽隊伍責任聲明及授權同意書**」電子檔案(全部採取網路報名，逾時者視為未報名)。

線上報名網址：<https://forms.gle/udGhZmxei1fUrQbB7>

Registration Period: From today (**September 17, 2025**) until **12:00 noon on Monday, November 24, 2025**. Each team must designate one team representative. To ensure successful delivery of notices, please provide a regularly used email address at the time of registration.

Teams must complete the online “**2025 National Management Innovative Marketing Competition Registration Form**” and upload the electronic file of the “**Team Responsibility Declaration and Consent & License Agreement**.” (Online submission only; late submissions will be deemed not registered.)

Online registration link: <https://forms.gle/udGhZmxei1fUrQbB7>

2. 主辦單位經確定完成報名後，將會儘速回覆，因此請各團隊務必確認是否收到主辦單位之回信。

Once the registration is confirmed by the organizer, a reply will be sent as soon as possible. Each team must ensure that they have received the confirmation email from the organizer.

五、活動時程 Event Schedule：

報名截止 114年11月24日 (一) 12:00	稿件收件截止 114年12月1日 (一) 12:00	決賽公告 114年12月11日 (四) 17:00	決賽日期 114年12月20日 (六) 9:00
Deadline of Registration 24/11/2025 (Mon) 12:00	Deadline for Manuscript Submission 1/12/2025 (Mon) 12:00	Announcement of Finalists 11/12/2025 (Thu) 17:00	Date of Final Contest 20/12/2025 (Sat) 9:00

1. 競賽議題公告日：2025 年 9 月 1 日(一)。
Announcement of Competition Topic: September 1, 2025 (Monday).
2. 報名期間：自 **2025 年 9 月 17 日(一)起至 2025 年 11 月 24 日(一)中午 12:00** 前。各參賽團隊需於 2025 年 11 月 24 日(一)報名截止前，填寫線上「**2025 全國賣吶炬達人創新行銷競賽報名表**」並上傳「**參賽隊伍責任聲明及授權同意書**」電子檔案(全部採取網路報名，逾時者視為未報名)。
Registration Period: From **Monday, September 17, 2025**, to **12:00 noon on Monday, November 24, 2025**. Before the registration deadline (November 24, 2025, Monday), each team must complete the online “**2025 National Management Innovative Marketing Competition Registration Form**” and upload the electronic file of the “**Team Responsibility Declaration and Consent & License Agreement.**” (Online submission only; late submissions will be deemed not registered.)
3. **初賽作品繳交截止日期：2025 年 12 月 01 日(一)中午 12:00 前**各參賽團隊將初賽企劃書作品以**電子檔案(一律採 pdf 格式)**寄至主辦單位信箱 (2025csmileng@gmail.com)，逾時者不接受報名。
Preliminary Round Submission Deadline: By 12:00 noon on December 1, 2025 (Monday). Each team must email its preliminary proposal in **PDF format only** to (2025csmileng@gmail.com). Late submissions will not be accepted.
4. 決賽公告：**2025 年 12 月 11 日(四)17:00 前**於朝陽科技大學企管系網站公布初賽成績及進入決賽之隊伍名稱。
Finalist Announcement: **By 17:00 on December 11, 2025 (Thursday)**, the results of the preliminary round and the list of teams advancing to the final will be

announced on the Department of Business Administration website, Chaoyang University of Technology.

5. 進入決賽之團隊請逕行於決賽當天 (12/20)，繳交一式四份「決賽書面企劃書」及一份決賽簡報檔案，並參與口頭報告，若進入決賽之隊伍當天無法參與者，視為自動放棄。

On the day of the final (December 20, 2025), teams advancing to the final must submit **four hard copies of the “Final Written Proposal”** and **one electronic file of the Final Presentation Slides**. Teams are also required to participate in an oral presentation. Any finalist team unable to participate on the day of the final will be deemed to have forfeited the competition.

6. 競賽最新相關消息以網站公告為主，請上網(<https://ba.cyut.edu.tw/>)查詢。

The most up-to-date competition information will be announced on the official website. Please visit (<https://ba.cyut.edu.tw/>) for details.

7. 決賽暨頒獎日期 Date of Final Contest and Award Ceremony：

- (1) 民國 **2025 年 12 月 20 日(六) 09：00 舉行決賽**，賽後隨即舉辦頒獎儀式。

The final contest will be held on December 20, 2025 (Saturday) at 09:00, followed immediately by the award ceremony.

- (2) 決賽地點：朝陽科技大學管理學院 4F「天生廳」。

Final Contest Venue: **“Tian Sheng Hall,” 4th Floor, College of Management, Chaoyang University of Technology.**

六、評審辦法 Judging Criteria

(一)初賽評選標準說明 Preliminary Round Judging Criteria

1. 資格審查由審查委員針對參賽企劃作品進行資格審查篩選，凡參賽隊伍資料不齊全或違反本賽程相關規定者，皆於篩選時進行淘汰。

The review committee will conduct an eligibility screening of the submitted proposals. Any team with incomplete submission materials or in violation of the competition regulations will be disqualified during this stage.

2. 初賽企劃書內容及決賽口頭報告皆採用英文。

The preliminary proposal and the final-round oral presentation shall be in English.

3. 初賽評審標準 Preliminary Round Judging Criteria：

評審項目 Evaluation Criteria	評審內容 Evaluation Content	評分比重 Score Distribution
邏輯力 Logical Thinking	內容架構完整性（切合主題、目標客群定義與產品的定位、基本行銷理念之運用） Completeness of Content Structure (Relevance to the theme, clarity in target base definition and product positioning, and application of fundamental marketing concepts)	30%
創造力 Creative Thinking	創意表現（活動方案是否與眾不同，並具創意、創意行銷 DM、創意行銷話術設計） Creativity Performance (Originality and uniqueness of the proposed plan, inclusion of creative marketing materials (DM), and design of innovative marketing communication strategies)	30%
執行力 Execution Ability	可執行性（時程安排、企劃案實際投入銷售環境中的執行性、成本與售價估計之合理性） Feasibility (Reasonableness of the schedule arrangement, practicality of implementing the proposal in a real sales environment, and rationality of cost and price estimations)	40%

說明：創意行銷 DM 係指「針對業者需求所設計之海報或任何形式之物件，以作為比賽現場的說明與宣傳之輔具」。

Note: “Creative Marketing DM” refers to posters or any form of material designed in response to the needs of the industry, serving as supplementary tools for explanation and promotion during the competition.

4. 本次競賽針對個案業者錄取前六名晉級決賽，此外，針對本次競賽，主辦單位將擇優取若干隊給予「佳作」獎勵。企劃案審查成績分數若有相同時，將優先依序以（1）**執行力**及（2）**創造力**進行比較，取其分數較高者優先進入決賽，若三者分數皆相同，則增額入選。晉級決賽名單與時程表將於 2025 年 12 月 11 日公告於企管系網站。

The top six teams will be selected to advance to the final round based on their case proposals. In addition, the organizer will grant Honourable Mention Awards to several outstanding teams. In the event of a tie in proposal review scores, priority will be given in the following order: (1) **Implementation Capability**, and then (2) **Creativity**. The team with the higher score in these criteria will advance. If scores remain identical across all criteria, additional teams will be admitted to the final. The list of finalist teams and the schedule will be announced on December 11, 2025, on

the Department of Business Administration website.

5. 初賽作品審查時，每篇企劃作品將由評審進行**匿名審查**，以確保比賽之公平性。
During the preliminary review, each proposal will be evaluated **anonymously** by the judges to ensure fairness in the competition.

(二)決賽評選標準說明 Final Round Judging Criteria

1. 入圍決賽各隊伍於**比賽前進行抽籤，以決定口頭報告之順序**。

Finalist teams **shall draw lots prior to the competition to determine the order of their oral presentations before the competition starts.**

2. 現場評審委員依參賽隊伍之現場簡報，進行小組評分。評分項目如下：

On-site judges will evaluate each team's oral presentation and assign group scores. The evaluation criteria are as follows:

評分項目 Evaluation Criteria	配分比重 Score Distribution
簡報內容 (含簡報製作、口語報告流暢度、台風)及現場問答 Presentation Content (Including quality of slide design, fluency of oral delivery, and stage presence) and On-site Q&A	30%
創造力(創意表現) Creativity (Creative Performance)	30%
可執行性 Practical Feasibility	40%
決賽成績 Final Results	100%

3. 決賽時，各參賽隊伍上台報告以及作品**請以英文方式呈現，報告時間為 15 分鐘**，時間終了時，各隊不得再繼續報告，若經按鈴警告仍未停止報告者，將由評審委員們視違規程度酌予扣分。各組報告結束後，立即進行評審 Q&A，每組時間為 10 分鐘。

During the final round, each team shall **present and explain its work in English. The presentation time is 15 minutes.** Once the time limit is reached, teams may not continue their presentation. If a team fails to stop after the warning bell, the judges may deduct points at their discretion based on the severity of the violation. After each presentation, a Q&A session will immediately follow, with 10 minutes allocated for each team.

4. 決賽名次先以各評審之評分進行「**評比排序**」，分數越高之隊伍，排序越低，三位評審「**評比排序總和最少者**」得**第一名**，餘此類推。當評比排序總和相同時，則依序根據參賽隊伍「**可執行性**」、「**創造力**」及「**簡報內容**」分數進行評比。

The final ranking will be determined based on the judge's evaluation scores through

a **“ranking system.”** Teams with higher scores will receive lower ranks in each judge’s evaluation. **The team with the lowest total ranking points from the three judges will be awarded first place**, and the others will follow in sequence. In the event of a tie in total ranking points, the decision will be made by comparing, in order, the teams’ scores in **Feasibility**, **Creativity**, and **Presentation Content**.

5. 若遇評選之問題，以現場評審之意見進行修正，參賽隊伍不得提出異議。
In the event of any issues during the evaluation process, the decision shall be adjusted based on the opinions of the on-site judges, and participating teams may not raise objections.

七、獎勵辦法 Awards and Prizes：

1. 第一名 8,000 元等值獎勵品及獎狀。
First Place: Prize equivalent to NT\$8,000 and a certificate.
2. 第二名 6,000 元等值獎勵品及獎狀。
Second Place: Prize equivalent to NT\$6,000 and a certificate.
3. 第三名 4,000 元等值獎勵品及獎狀。
Third Place: Prize equivalent to NT\$4,000 and a certificate.
4. 第四名至六名：1,000 元等值獎勵品及「優勝」獎狀。
Fourth to Sixth Place: Prize equivalent to NT\$1,000 and a “Merit Award” certificate.

八、注意事項 Remarks

1. 為公平起見，參賽企劃書將以**匿名方式**進行評選作業，各參賽隊伍所繳交的作品電子檔請勿出現參賽隊伍的「學校名稱」、「學生姓名」及「指導老師姓名」（僅能出現隊伍名稱），如違反規定者，將取消競賽資格。

To ensure fairness, all submitted proposals will be reviewed **anonymously**. The electronic files submitted by each team **must not include the team’s university name, student names, or advisor names (only the team’s name may be shown)**. **Any violation of this rule will be disqualification from the competition.**

2. 由於考量各評審委員審查時間及負荷，請各參賽隊伍所繳交之檔案資料必須於**20 頁之內完成**（不含封面與目錄），**超過 20 頁後之內容**，評審委員將不予以審查；另，作品內容亦**不得少於 5 頁**，企劃內容需完整，且與本次競賽主題相關，未符合前述規定者，主辦單位將不予以提供參賽證明。

In consideration of the judges’ review time and workload, all submitted proposal files must be **limited to a maximum of 20 pages** (excluding the cover page and table of contents). **Any content exceeding 20 pages will not be reviewed by the judges**; Additionally, **each submission must be at least five pages in length**. **The proposal must be complete and relevant to the theme of this competition.**

Submissions that do not meet the foregoing requirements will not be issued a certificate of participation by the organizer.

3. 參賽之【文稿】內容不得以 AI 生成，若經主辦單位查核，確認參賽作品內容藉由 AI 生成之比例逾 20% 以上者，主辦單位將取消參賽隊伍之參賽資格。

The manuscript (written content) must not be produced by AI. If, upon verification by the organizer, more than 20% of any submission is determined to be AI-generated, the team will be disqualified.

4. 參加 2025 全國賣吶炬達人創新行銷競賽之參賽同學，視同接受主辦單位所公告之競賽辦法及各項公告、規則與評審結果，若有違反之情事，主辦單位有權取消其競賽獲獎資格。

By participating in the 2025 National Management Innovative Marketing Competition, all student participants are deemed to have accepted the competition regulations, announcements, rules, and judging results issued by the organizer. The organizer reserves the right to revoke any award or qualification if a participant is found in violation of these provisions.

5. 參賽團隊保證所提供與填報之各項資料，不得侵害他人之智慧財產權，如與事實不符或侵害他人權益之情況，主辦單位有權取消其競賽或得獎資格，該團隊並應負一切相關責任。

Participating teams guarantee that all information and materials provided do not infringe upon the intellectual property rights of others. Any information be found false or in violation of others' rights, the organizer reserves the right to revoke the team's qualification or award, and the team shall bear full responsibility for any related consequences.

6. 參賽團隊於競賽期間所產生之各項資料，其相關之智慧財產權為「參賽團隊」所擁有，但需無償授權給主辦單位朝陽科技大學企業管理系使用。

All materials produced by the participating teams during the competition shall remain the intellectual property of the respective teams. However, the teams must grant a royalty-free license to the Department of Business Administration, Chaoyang University of Technology, for usage purposes.

7. 主辦單位擁有修正競賽相關辦法之權利，並以競賽網站最新公告為準。

The organizer reserves the right to amend the competition regulations, with the latest announcements on the competition website serving as the official version.

8. 參賽作品請自行備份，主辦單位不發還參賽作品。

Participants are responsible for keeping their own backups of submitted works, as **the organizer will not return any entries.**

九、活動聯絡人 Competition Contact Staff

企業管理系李靜芳助理教授

Assistant Professor: Ching Fang Lee

Department of Business Administration, Chaoyang University of Technology

專案助理：蕭偉鴻

Project Assistant: Sion Wei Hoong; 0916717832.

Event Email: 2025csmileng@gmail.com

線上報名網址：<https://forms.gle/udGhZmxei1fUrQbB7>

附件一：參賽隊伍責任聲明及授權同意書（大專英文組）

Appendix 1: Team Responsibility Declaration and Consent & License Agreement (University English Category)

簽署聲明 Statement of Agreement:

- 一、 參賽團隊的創意想法、參選作品之智慧財產權與各項權利均屬於「參賽團隊」所有，但需無償授權給主辦單位朝陽科技大學企業管理系使用。

The creative ideas, intellectual property rights, and all related rights of the participating team's work shall remain the property of the respective team. However, the team shall grant a royalty-free license to the Department of Business Administration, Chaoyang University of Technology, for usage purposes.

- 二、 參選作品不得抄襲仿冒、剽竊他人作品，如經發現有侵害著作權法、商標法或任何法規者，除取消得獎資格，追回已頒發之獎項外，法律責任應由參賽團隊自行負責，不得異議。

Submitted works must not involve plagiarism, imitation, or infringement of others' creations. If any violation of copyright law, trademark law, or other applicable regulations is discovered, the team will be disqualified, and any awarded prizes will be revoked. The participating team shall bear full legal responsibility, and no objections will be accepted.

- 三、 參賽作品之【文稿】內容不得以 AI 生成，若經主辦單位查核，確認作品內容由 AI 生成之比例逾 20% 以上者，主辦單位將取消參賽隊伍之參賽資格。

The manuscript (written content) must not be produced by AI. If, upon verification by the organizer, **more than 20%** of any submission is determined to be AI-generated, the team will be **disqualified**.

- 四、 所有參賽作品的資料概不退還。

All submitted materials will not be returned.

- 五、 本組及各組員均同意依照主辦單位徵選實施辦法之一切規定辦理。

The team and all its members agree to comply with all regulations set forth in the competition guidelines established by the organizer.

立聲明書人：(※全體隊員皆須簽名，未簽名者視同資格不符)

Declarant(s): (※All team members must sign. Any member without a signature will be deemed ineligible.)

2025 年 月 日

說明 Remarks：

- 1.參賽隊伍責任聲明及授權同意書請影印簽名後，掃描為電子檔於 **2025 年 11 月 24 日 (一)12：00 前**，於線上報名時一併上傳。

Please print and sign the “Team Responsibility Declaration and Consent & License Agreement,” scan it into an electronic file, and **upload it together with your online registration by 12:00 noon on Monday, November 24, 2025.**

- 2.各參賽團隊於 **2025 年 12 月 01 日(一)中午 12：00** 初賽企劃書繳交截止前，需寄送「企劃書 pdf 電子檔（檔案若過大，請自行分為數個檔案，並依照順序命名）」資料寄至 2025csmileng@gmail.com(依電子郵件寄送時間為憑)，主旨請輸入：「**2025 全國賣吶炬達人創新行銷競賽 xxx 團隊企劃書**」，活動詳情請上活動網站(<https://ba.cyut.edu.tw>)

By 12:00 noon on Monday, December 1, 2025 (preliminary proposal submission deadline), each team must email the proposal in PDF format to 2025csmileng@gmail.com (if the file is too large, please split it into multiple files and name them in sequence). The email reception timestamp will serve as proof of submission. **Email Subject: “2025 National Management Innovative Marketing Competition – XXX Team Proposal.”**

For details, please visit the event website: <https://ba.cyut.edu.tw/>