

International Business Department's Newsletter I-Shou University

A message from the Chairperson

This newsletter is for our alumni, students and people in other departments to exchange their information and experience. Is so the alumni can know about current affairs in the department and the students can gain professional experience and advice from their alumni. For our academic exchange students, our newsletters keep them in the loop without being left out. For further information and communication with the International Business department, we have several social media channels as follow:

Department website : <http://www.isu.edu.tw/interface/dept/ib/2> (English Version)

Facebook : <http://www.facebook.com/IsuIB> YouTube :

<http://www.youtube.com/watch?v=muvKILJYLg4&feature=g-all-u>

(The Graduation Ceremony)

With this newsletter may our reader share their personal experience, current events, campus activities and local business information with us, for a better service that benefit the system.

Jing Hu

In this issue, we are covering the development of ISU. With valuable pictures, we can see the transformation Kaohsiung Polytechnic Institute (KPI) went through in the last twenty years. From once a derelict land now a great city campus, ISU start out from the College of Science and Engineering (KPI) to now eight colleges: College of Science & Engineering, College of Electrical & Information Engineering, College of Management, Medical Disciplines, International College, College of Tourism & Hospitality, College of Language Arts, and College of Communication & Design. With 40 departments, the students exceeds 16,000 this is the ISU we known today.

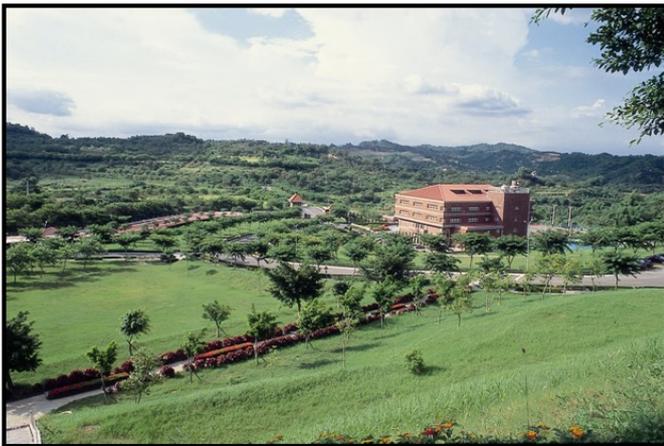
It been over 18 years since the International Business Department was founded, which year did you graduate from?

Flash Back from KPI to ISU



Current Campus

- At the center back of this picture is the E-DA outlet mall.
- At the right is the E-DA theme park.
- The two-story building on the left of the school's entrance is the school's restaurants for internships. With fair price, valuable meal and great view, it is highly recommended.
- To the left of the Ferris Wheel is the five star 'Queen plaza', behind it, is the three star 'EDA Skylark Hotel'.



KPI, pre-ISU period

- ✚ This building is the Student Activity Center
- ✚ At the front left entrance of the school, where once was a pond has now become I-Shou international elementary school.



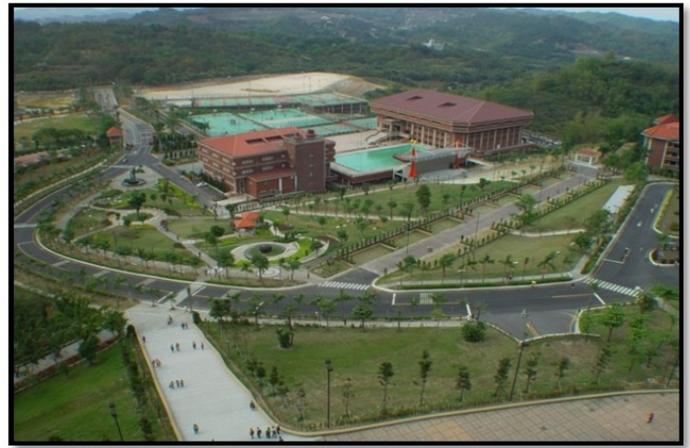
Developing period of KPI

- ✚ At the right side of the Student Activity Centre is the earliest building in our campus, the College of Science and Engineering
- ✚ Shot during early construction of the campus.



Junior ISU period

- ✚ On the top left of this picture, there's a long red roof where once was the motorcycle parking lots, it's now a campus community park.
- ✚ On the right side of the Student Activity Centre there are Sport Centre and Swimming Pool which are currently still under construction.



Senior ISU period

- ✚ Comparing to the picture at the left, the field next to the student activity centre, once stand a lonely tree, now has become Ci-en Park. And a fountain is built near the school entrance.
- ✚ The white field located at the back of the picture is currently our golf driving range.

Successful Businessman Guest Lectures

The newsletter will time by time share the professional experiences of our guest lecturers to readers' who were unable to attend, this is for you to understand the key to success and learn from their valuable lessons.



Topic: Attitude determines success

Lecturer: The founder of Wenhsiung Optician, Mr. Chang Wenhsiung

Attitude determines success

Mr. Chang Wenhsiung encourage our students

Sharing marketing experience and encourage our students to set their goal on an early stage to become a successful businessman.

To let our students understand more about business, marketing and management, the Department of International Business invited Mr. Chang Wenhsiung, the founder of Wenhsiung Optician, has given our students a guest lecture focusing on - The choice between either Market segmentation or Target Market. Mr. Chang talks about the diversity of Taiwan's current market and further pass on the key



to success in product marketing. Towards the end of his lecture, he encouraged the youngsters with a quote "attitude determines success"; the victory of career is the right working and learning attitude. Mr. Chang used his professional experience, life lessons and great knowledge to perform an extraordinary and meaningful lecture for our students.

Mr. Chang Wenhsiung created his own brand, Wenhsiung Optician, from scratch with nothing more but his undefeated Haka spirit, sharp business market instinct and accurate marketing strategy. Expanding his stores nationwide, from the South of Taiwan right up to the North, Mr. Chang steadily built up his brand image which is the famous designer brand optician in the nation. Recently he has joined the market in China to create more opportunity and a larger market by cooperating with Formosa Optical. As he mentioned, success comes with the right working attitude and responsible actions, to pursue your career goal one must face one's problems, being bold and keep heading forwards. By that he encouraged our students to become successful you must set your goals at an early stage, continuously correcting your working attitude, believe in your dreams and demonstrate creativity.

Mr. Chang believes no matter which kind of marketing strategy you choose must consider the market trends and customer's needs. At one point, personalized products are very popular in Taiwan, leading products such as custom drawn shoes or personalized t-shirts which shortly attracted the customers and market attention. However, the products life cycle was coming to an end, as it is no longer creative, unique or special, without customer needs there was no market for it. He believes that the concept of market segmentation assists the company develop an overall marketing strategy and plan different marketing combinations to meet the individual needs of a particular market

segment.

Therefore, selecting the target market wisely will assist the company to master the customer needs and market trends which will lead to success. Additionally, when choosing the target market the company should focus on analyzing and confirming the most potential characteristics of the target customer group in order to develop a much more precise marketing strategy. He also pointed out although currently there are all kinds of marketing strategies, like undifferentiated marketing, concentrated marketing and differentiated marketing, but he particularly stressed the importance of differentiated marketing. The key is that as the marketing segmentation is more and more clear in the society, for different segment of the market must take different marketing strategies. For example, the internet marketing, numbers of young people create their own brand with creative marketing promotions online and end up very popular.

Further on he mentions, the marketing plan needs to take into account the business's culture, including the owner's personality, the public image of the cooperation most importantly to reflect the customer's need on the products or service which is to make different products marketing plans base on different customer's need. This way any product should have a chance to emerge in the market.

The End