

# CTM

## E-Newsletter



專題報導 -  
用行銷傳遞溫柔力量：  
一場與慢飛兒同行的旅程

Feature Story-  
Spreading Gentle Power Through Marketing A  
Journey with Children with Developmental Delays

科管院大小事

CTM Highlight

清華科管領航員

Podcast



06 2025

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# 用行銷傳遞溫柔力量： 一場與慢飛兒同行的旅程

作者：經濟系 25 吳富宇



慢飛兒庇護工場包含生活廣場、咖啡坊、代工、物流，幫助身心障礙者產品商品化，進而擴大經濟市場行銷，讓慢飛兒們從社會依賴者轉變成社會生產者。



▲ 第一天工作，在認識同仁、工作環境和職場文化後在咖啡藝廊製作 Line@ 上半月圖文 -Fun 暑假消費滿額抽抽樂。

## 走進慢飛兒的世界： 一場不一樣的實習選擇

2023 年的暑假，我參加了教育部舉辦的暑期社區職場體驗計畫，選擇在財團法人新竹市私立愛恆啟能中心（簡稱「慢飛兒基金會」）擔任行銷企劃助理，這是一間致力於服務發展遲緩及身心障礙者的非營利組織。這段經歷讓我跳脫對實習的刻板印象，我感受到滿滿的愛與耐心，走進一個需要更多被理解與看見的世界。

## 在行銷企劃中學習同理： 文字到影像的經營

我參與 Line@ 圖文撰寫與設計、社群經營、教學影片拍攝與剪輯、商品上架與文案撰寫等多元任務。為了讓更多人認識慢飛兒的故事，團隊透過溫暖貼文與感人影音進行推廣，每一則內容背後都蘊含了細膩觀察與集體討論的努力，從多次修改到一次完成，過程中溝通與創造力大幅提升。同時，也支援賣場收銀與服務，提升在表達、禮儀與臨場應變的能力。這段經歷不僅是對行銷技巧的磨練，更是對同理

心與社會責任的深刻實踐。這過程讓我深刻體會到行銷不只是推銷，而是一種「溫柔傳遞」的藝術。



▲ 熟悉完賣場收銀和商品整理後，正在實際操作並撰寫詳細流程圖，為行銷教學影片做準備，有利於新進同仁快速熟悉櫃台事宜。



▲ 受邀至教育廣播電台受訪青年故事館：〈學習與各群體共識和共事，職場體驗新生活！〉分享實習心得及趣事。

## 用成果說話： 走上北區第一名的舞台

隨著八週實習的結束，我們代表單位參加教育部成果發表會，將其策劃歷程、設計邏輯與行銷成效以自創曲方式生動地展現，最終榮獲全北區第一名的殊榮。這場發表不僅證明行銷策略的成功，也展現出青年投入社福領域的潛力與影響力。

## 被聽見的故事： 教育部電台與記者會的驚喜

因為表現突出，我們有機會代表基金會參與教育部的記者會開場與電台訪談。坐在麥克風前，將我們與慢飛兒一起努力的故事娓娓道來，我不再只是幕後的小幫手，而是能站在舞台上、為理念發聲的一員。在一次次的分享中，傳遞的不僅是經驗，更是推動社福理念與青年行動力的重要聲音，讓大眾更加理解特殊族群與社會企業間的連結。



成果競賽影片



自創曲〈Manfair〉

## 讓行銷更有溫度： 這趟旅程留下的禮物

這場社福實習旅程讓我們初步理解職場運作，降低對職涯的不安與恐懼。在腳本設計、圖文製作、賣場支援等任務中累積能力，也結交了一群能互相扶持成長的夥伴。儘管來自不同年齡與專業背景，大家卻能快速磨合、攜手合作。我學會用心傾聽、細膩觀察，也更明白「影響力」的意義。未來無論走到哪裡，我都希望能用行銷的力量，持續為這個世界帶來溫柔。

## 展望未來： 從職場實習走向社會企業的可能

在與慢飛兒們的互動中，也促使參與者重新思考社會企業的價值。慢飛兒庇護工場結合生活廣場、咖啡坊、代工與物流，不僅創造就業機會，也提升身心障礙者的經濟自立能力，具備朝向社會企業發展的潛力。未來若能導入嗅覺行銷、播放人聲優惠資訊等細節優化，將提升顧客體驗與賣場品質。



受邀至青年署記者會：〈多元職場探索，全臺跨域體驗〉進行開場演出。



記者會開場紀錄

# 院內大小事

## CTM Highlight

作者：院辦公室提供

This article is provided by CTM Office

### 榮譽 Honor



**CONGRATULATIONS**



恭賀科法所洪淳琦教授  
榮獲113學年度校級傑出教學獎

Congratulations to Professor Hung Chen-Chi from the Institute of Law for Science and Technology on receiving the 113th Academic Year University Outstanding Teaching Award!

科技管理學院



**CONGRATULATIONS**



恭賀科管所謝英哲教授  
榮獲113學年度校級傑出教學獎

Congratulations to Professor Hsieh Ying-Che from the Institute of Technology Management on receiving the 113th Academic Year University Outstanding Teaching Award!

科技管理學院



*Congratulations*



恭賀  
科管所吳清炎副教授  
計財系蔡子皓副教授  
於113學年度升等教授

CONGRATULATIONS TO ASSOCIATE PROFESSOR CHING-YAN WU OF THE INSTITUTE OF TECHNOLOGY MANAGEMENT AND ASSOCIATE PROFESSOR TZU-HAO TSAI OF THE DEPARTMENT OF QUANTITATIVE FINANCE ON THEIR PROMOTIONS TO FULL PROFESSORSHIPS IN THE 2024-2025 ACADEMIC YEAR.

科技管理學院



李傳楷 教授  
PROF. CHUAN-KAI LEE



許博炫 教授  
PROF. PO-HSIUAN HSU

恭賀  
許博炫教授與李傳楷教授  
榮獲科技管理學院  
鼓勵投稿頂尖期刊之獎勵殊榮

Congratulations to Professor Po-Hsuan Hsu and Professor Chuan-Kai Lee on Receiving the College of Technology Management's Award for Encouraging Submissions to Top-Tier Journals at National Tsing Hua University.

\*PROF. HSU FOR HIS MANUSCRIPT ON "SECOND-TIER STOCK EXCHANGE" AT MANAGEMENT SCIENCE  
\*PROF. LEE FOR HIS MANUSCRIPT ON "BENEFIT BIFURC" AT JOURNAL OF INTERNATIONAL BUSINESS STUDIES

科技管理學院



*Congratulations*



恭賀  
科法所 林昀嫻教授  
榮獲113學年度科技管理學院  
傑出產學研究暨社會影響力獎

PROFESSOR YUN-HSIEN LIN  
INSTITUTE OF LAW FOR SCIENCE AND TECHNOLOGY  
RECIPIENT OF THE INDUSTRY-ACADEMIA RESEARCH  
AND SOCIAL IMPACT AWARD

科技管理學院

## 畢業典禮 Graduation Ceremony

### 2025 年科管院畢業典禮圓滿落幕

國立清華大學科技管理學院畢業典禮於 5 月 25 日隆重舉行。在親友的祝福與師長的殷切期許中，畢業生們懷抱感恩與夢想，迎向人生嶄新的篇章。

典禮中，林院長特別以日本火腿隊年僅 20 歲的職棒選手孫易磊為例，勉勵畢業生勇於追夢。他指出，從孫易磊的成長歷程中，可以看見對夢想的熱情、探索未知的勇氣、堅持正確方向的執著，以及成就之後的謙遜態度——這些特質，正是進入職場後最寶貴的資產。

林院長也鼓勵畢業生們，在未來的道路上不忘初心、持續精進，並堅信自己所選擇的方向。他深信，只要懷抱信念與熱情，成功終將與大家相遇。

最後，林院長誠摯祝福全體畢業生職涯順遂、前程似錦，一路順風。

**恭喜所有畢業生，科管院以你們為榮！**



## A Proud Moment: 2025 Graduation Ceremony at the College of Technology Management

The College of Technology Management held its grand graduation ceremony on May 25th. Amidst the blessings of family and friends and the earnest expectations of faculty, the graduates embraced gratitude and dreams as they embarked on a new chapter in life.

During the ceremony, Dean Lin highlighted the example of Sun Yi-lei, a 20-year-old professional baseball player for Japan's Nippon Ham Fighters, encouraging graduates to bravely pursue their dreams. He pointed out that Sun's journey exemplifies passion for dreams, courage to explore the unknown, persistence in following the right path, and humility after achievement—qualities that are invaluable assets upon entering the workforce.

Dean Lin also urged graduates to stay true to their original aspirations, continue to improve themselves, and have confidence in their chosen paths. He firmly believes that with faith and passion, success will inevitably meet them along the way.

Finally, Dean Lin sincerely wished all graduates smooth careers and bright futures, sending them off with heartfelt blessings.

Congratulations to all graduates—The College of Technology Management is proud of you!

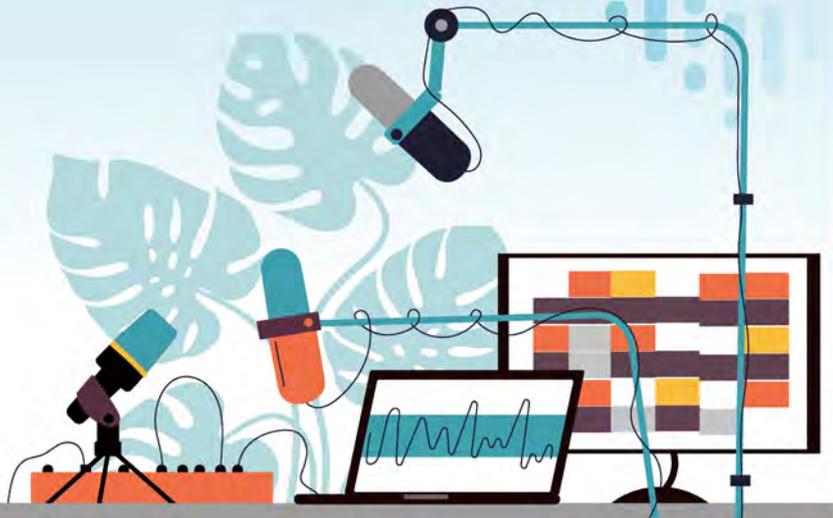


ON AIR

# 清華科管領航員 Podcast



連結 Link



# Spreading Gentle Power Through Marketing: A Journey with Children with Developmental Delays

作者：經濟系 25 吳富宇



The sheltered workshop for children with developmental delays includes a lifestyle plaza, a café, contract manufacturing, and logistics services. It helps individuals with physical and mental disabilities commercialize their products, thereby expanding their reach in the economic market. Through this process, these children transition from being dependent on society to becoming contributors to it.

## Stepping into the World of Children with Developmental Delays: A Meaningful and Unique Internship Experience

In the summer of 2023, I participated in the Ministry of Education's Summer Community Workplace Experience Program and chose to intern as a marketing assistant at the Ai-Heng Development Center in Hsinchu, also known as the "Slow-Flying Angels Foundation." This nonprofit organization is dedicated to serving individuals with developmental delays and disabilities.

This experience broke my preconceived notions of what an internship should be. Surrounded by love and patience, I stepped into a world that deeply deserves more understanding and visibility.



## Learning Empathy Through Marketing Planning: From Words to Visual Storytelling

I participated in a variety of tasks including writing and designing content for Line@, managing social media, filming and editing educational videos, as well as product listing and copywriting. To help more people understand the



stories of children with developmental delays, our team promoted through heartfelt posts and touching videos. Each piece of content was the result of careful observation and collective discussion, going through multiple revisions before finalizing. Throughout this process, my communication skills and creativity improved significantly.

At the same time, I also supported store cashiering and customer service, which enhanced my abilities in expression, etiquette, and on-the-spot problem-solving. This experience was not only a practical training ground for marketing skills but also a profound practice of empathy and social responsibility. It made me deeply realize that marketing is not just about selling—it is an art of “gently conveying” messages with care and kindness.

### **Letting Results Speak: Stepping onto the Stage as the Top Performer in the Northern Region**

At the conclusion of our eight-week internship, we represented our organization at the Ministry of Education’s project presentation, and vividly showcased our planning process, design

logic, and marketing effectiveness through an original song performance. Ultimately, we proudly earned first place in the entire Northern District.

This presentation not only demonstrated the success of our marketing strategy but also highlighted the potential and impact of youth engagement in the social welfare sector.

### **Stories That Were Heard: The Surprise of the Ministry of Education Radio and Press Conference**

Due to our outstanding performance, we had the opportunity to represent the foundation at the Ministry of Education’s press conference opening and radio interview. Sitting in front of the microphone, I shared the heartfelt stories of our efforts alongside the children with developmental delays. I was no longer just a behind-the-scenes assistant, but someone who could stand on stage and speak out for the cause.

Through each sharing, we conveyed not only our experiences but also an important voice that promotes social welfare values and youth empowerment. This helped the public gain a deeper understanding of the connection between special needs communities and social enterprises.





## Adding Warmth to Marketing: The Gifts Left Behind on This Journey

This social welfare internship journey gave us an initial understanding of workplace operations, easing our anxieties and fears about future careers. Through tasks like scriptwriting, graphic content creation, and store support, I developed valuable skills and made friends who support and grow alongside me. Despite coming from different ages and professional backgrounds, we quickly adapted and collaborated seamlessly.

I learned to listen attentively and observe with care, gaining a deeper understanding of the true meaning of “influence.” Wherever I go in the future, I hope to continue using the power of marketing to bring warmth and kindness to the world.

## Looking Ahead: From Workplace Internship to Opportunities in Social Enterprises

Interacting with the children with developmental delays also encouraged participants to rethink the value of social enterprises. The sheltered workshop for these children combines a lifestyle plaza, café, contract manufacturing, and logistics, not only creating employment

opportunities but also enhancing the economic independence of individuals with disabilities. It holds great potential to develop into a full-fledged social enterprise.

In the future, introducing sensory marketing techniques, such as scent marketing and broadcasting voice-based promotional information, could further improve customer experience and the overall quality of the store.



成果競賽影片



自創曲〈Manfair〉



記者會開場紀錄



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## E-Newsletter

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