朝陽科技大學 091學年度第2學期教學大綱
Proposal Writing and Presentation for Media 企劃寫作

當期課號	1901	**Course Number**	1901
授課教師	陳啓英	**Instructor**	CHEN,CHI YING
中文課名	企劃寫作	**Course Name**	Proposal Writing and Presentation for Media
開課單位	傳播藝術系(四日)一A	**Department**	
修習別	必修	**Required/Elective**	Required
學分數	2	**Credits**	2
課程目標	教學目標： 1. 使學生具備撰寫影視企劃案之能力(技能) 2. 能具備影視企劃人員之專業涵養與態度 (態度) 3. 了解台灣地區影視節目發展現況及未來趨勢(其他) 使學生了解影視節目製作所需之人力、設備、流程、創意等相關知識(知識)	**Objectives**	1. Learn how to write proposals (skills) 2. Develop the attitude of professional film and videomakers (development) 3. Understand the current status and future development trends in Tawainese film and television markets (other) 4. Understand the requirements of film and television production, including issues of casting, crew, manpower, equipment, creativity, programming and related knowledge (knowledge)
教材	口授 課堂討論 小組報告	**Teaching Materials**	Lecture Group discussion Group presentation
成績評量方式	課堂參與 20% 前置作業報告 30% 節目企劃書 50%	**Grading**	Participation 20% Pre-work report 30% Final proposal 50%
教師網頁	_		
教學內容	節目企劃的功能與作用 企劃的方法與步驟 企劃書的撰寫與提案	**Syllabus**	Give students the knowledge of 1. the importance and function of strategy and planning 2. the process and method of strategy and planning 3. the writing and proposal of strategy and planning

尊重智慧財產權，請勿非法影印。