朝陽科技大學 091學年度第2學期教學大綱
Distribution & Promotion for TV and Film 影視發行與宣傳

當期課號	1970	Course Number	1970
授課教師	吳麗雪	Instructor	WU,LI HSUEH
中文課名	影視發行與宣傳	Course Name	Distribution & Promotion for TV and Film
開課單位	傳播藝術系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標： 1. 使學生了解影視發行與宣傳 (知識) 2. 使學生具有影視發行的概念與能力 (技能) 3. 培養影視發行與宣傳人才之專業態度 (態度) 4. 能深入了解電視與電影產業之發展現況(其他)	Objectives	1. Understand how professionals distribute and promote films and videos (knowledge) 2. Learn how to distribute and promote films and videos (skills) 3. Learn to become a professional in the promotion and distribution field (development) 4. Develop a deeper understanding of the current film and television industry (other)
教材	網路輔助教學. 口授理論與現狀. 討論範例.	Teaching Materials	Web-posting. Lectures. Seminars. Cases study.
成績評量方式	課堂表現30%. 出席率25%. 報告45%.	Grading	The expression in the class:30%. The attendance:25%. The report:45% .
教師網頁	_		
教學內容	本課程主要介紹兩種形式的電影發行:製片廠與獨立製片的發行 電影製片廠的發行將包括:放映計畫,分析總收入表,排擋期,開發市場與宣傳公關造勢活動,獨立製片技能....	Syllabus	This is a specialized course in film and TV distribution. Students will study two models of film distribution: those of a major studio and of independent films. Major studio distribution topics will include devising a release plan, analyzing grosses, scheduling bookings, creating a marketing and advertising campaign, and independent film acquisition....

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