

朝陽科技大學 091學年度第2學期教學大綱  
Advertising Strategy Management 廣告策略管理與研究

當期課號	7195	Course Number	7195
授課教師	拾已寰	Instructor	SHYR, YI HWAN
中文課名	廣告策略管理與研究	Course Name	Advertising Strategy Management
開課單位	企業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程乃為行銷管理之進階課程,本課程目標在於讓學生了解有關於廣告策略管理的相關理論與應用,使學生奠立廣告研究的基礎。在此課程中,將以個案、理論研討的方式,呈現廣告策略之規劃、執行與評估等理論與應用概念。	Objectives	Advertising Management is advanced level in marketing field. The goal of the course is primarily to guide students to learning the theories and applications of Advertising Strategy Management . We will use case studies and review literatures about advertising strategy to help students master the theoretical concepts and practices of Advertising planning, implementation, and evaluation.
教材	講授、實務演練與評量、影片教學	Teaching Materials	lecture,practice,video tape teaching
成績評量方式	作業(%)、期中考(%)、期末考(%)、課堂參與(%)	Grading	assignment,med.&fin. exam.,participation in the class
教師網頁	-		
教學內容	透過廣告學與整合行銷溝通(IMC)的理論與基本概念說明,結合行銷管理中的促銷原理與廣告實務之研討介紹,使修課者在管理策略導向的理念下瞭解廣告的概念與內涵,企業管理中廣告的角色與地位,以及身為企業管理者所須具備的廣告策略管理知識與技巧,以達到廣告管理能力的養成,進而能善用廣告管理策略與技術,獲得更有效的行銷成果等目的。 The Role of IMC in Marketing/ Integrated Marketing Program Situation Analysis/ Analyzing the Communication Process/ Objectives and Budgeting for Integrated Marketing Communications Programs Developing the Integrated Marketing Communications Program Monitoring, Evaluation, and Control Special Topics and Perspectives	Syllabus	The Role of IMC in Marketing/ Integrated Marketing Program Situation Analysis/ Analyzing the Communication Process/ Objectives and Budgeting for Integrated Marketing Communications Programs/ Developing the Integrated Marketing Communications Program/ Monitoring, Evaluation, and Control/ Special Topics and Perspectives

尊重智慧財產權，請勿非法影印。