朝陽科技大學 092學年度第1學期教學大綱
Advertising & Marketing 廣告行銷學

當期課號	1598	Course Number	1598
授課教師	郭昭蘭	Instructor	KUO,CHAO LAN
中文課名	廣告行銷學	Course Name	Advertising & Marketing
開課單位	視覺傳達設計系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程結合行銷與廣告二大領域,旨在教導學生認識商品之行銷環境,架構及流程,並特別注重廣告在行銷環節中扮演之角色,使學生對廣告的運作有更進一步了解.	Objectives	This course incorporates two fields of marketing and advertising. The purpose is to let students understand the environment, structure and process of marketing. The special emphasis is on the role advertising plays in the marketing process.
教材	本課程注重師生互動,課程講授搭配行銷個案與廣告實例,學生將以分組討論及上台報告之方式參與課程	Teaching Materials	Lecture Class discussion Group presentation
成績評量方式	課堂討論20% 分組報告50% 期中報告15% 期末報告15% 點名一次未到總平均扣二分 作業遲交一天打九折以此類推	Grading	Class discussion 20% Group presentation 50% Midterm paper 15% Final paper 15%
教師網頁			
教學內容	本課程結合行銷與廣告二大領域,旨在教導學生認識商品之行銷環境,架構及流程,並特別注重廣告在行銷環節中扮演之角色,使學生對廣告的運作有更進一步了解.	Syllabus	This course combines two areas of marketing and advertising. The main purpose is to understand the marketing environment of products. Besides,it emphasizes the role of advertising played in the marketing.

尊重智慧財產權，請勿非法影印。