朝陽科技大學 092學年度第1學期教學大綱
Introduction to Advertising 廣告概論

當期課號	1729	Course Number	1729
授課教師	郭昭蘭	Instructor	KUO,CHAO LAN
中文課名	廣告概論	Course Name	Introduction to Advertising
開課單位	傳播藝術系(四日)一B	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	教學目標： 1.使學生了解廣告概念、廣告環境及各類廣告媒體 (知識) 2.能具備廣告原理及各類別媒體廣告之分析能力 (技能) 3.能具備廣告從業人員之專業態度 (態度) 4.能了解廣告領域之市場及發展應用情形(其他)	Objectives	1. Learn concepts in all kinds of advertising media and fields (knowledge) 2. Understand principles in the analysis of advertising media (skills) 3. Gain professional practitioners' attitude and understanding of craft (development) 4. Understand current advertising markets (other)
教材	本課程注重師生互動,課程講授搭配廣告實例,學生將以分組討論及上台報告之方式參與課程	Teaching Materials	Class discussion Group presentation Lecture
成績評量方式	課堂討論10% 平時作業10% 各組廣告影片分析40% 期中考20% 期末考20% 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 10% Assignments 10% Advertising analysis 40% Mid-term 20% Final 20%
教師網頁	_		
教學內容	本課程爲廣告領域之入門課程,學生將瞭解廣告此項傳播技能如何與產品行銷及消費者相結合,此外,課程內容亦包括廣告與傳播.廣告類別介紹,廣告創意,廣告表現方式及廣告媒體單元.	Syllabus	This is an introduction course of the field of advertising.The students will know the interrelationships among advertising,marketing and consumers.Besides,this course also includes the following areas:advertising and communication,advertising typologies,advertising creativity and advertising media.

尊重智慧財產權，請勿非法影印。