朝陽科技大學 092學年度第2學期教學大綱
Advertising Strategy & Planning 廣告策略與企畫

當期課號	1666	Course Number	1666
授課教師	郭昭蘭	Instructor	KUO,CHAO LAN
中文課名	廣告策略與企畫	Course Name	Advertising Strategy & Planning
開課單位	傳播藝術系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	廣告策略與企畫爲廣告之進階課程,學生需結合行銷,廣告,創意,消費者心理及行爲等領域之知識,並具備優秀之企畫能力,爲所指定之企業,產品或理念規畫完整之整合行銷傳播企畫案.	Objectives	Advertising strategies & Planning takes a market-oriented approach to the total campaign. The course interrelates planning,creative and technical skills with emphasis on problem-solving and marketing communications.
教材	課堂講授 分組討論 學生提案	Teaching Materials	Lecture Class discussion Oral presentation
成績評量方式	課堂討論10% 個人作業20% 企劃案口頭及書面 70% *不定期點名，無故未到一次扣總平均2分 *作業遲交一天打九折，兩天八折，以此類推	Grading	Class discussion 10% Assignment 20& Project 70%
教師網頁			
教學內容	廣告策略與企畫爲廣告之進階課程,學生需結合行銷,廣告,創意,消費者心理及行爲等領域之知識,並具備優秀之企畫能力,爲所指定之企業,產品或理念規畫完整之整合行銷傳播企畫案.	Syllabus	Advertising strategies & Planning takes a market-oriented approach to the total campaign. The course interrelates planning,creative and technical skills with emphasis on problem-solving and marketing communications.

尊重智慧財產權，請勿非法影印。