

朝陽科技大學 092學年度第2學期教學大綱
The Strategy and Planning of Advertising 廣告策略與企劃

當期課號	6239	Course Number	6239
授課教師	郭昭蘭	Instructor	KUO, CHAO LAN
中文課名	廣告策略與企劃	Course Name	The Strategy and Planning of Advertising
開課單位	傳播藝術系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>教學目標：</p> <p>1.使學生了解具有新廣告稱號之整合行銷傳播之基本原理(知識)</p> <p>2.能具備整合行銷傳播策略規劃及提案之能力(技能)</p> <p>3.能具備廣告業務從業人員之專業態度(態度)</p> <p>4.能了解整合行銷傳播之發展應用情形(其他)</p>	Objectives	<p>1. Understand how advertisements have broadened into integrated-marketing communications (of knowledge) 2. Use integrated-marketing communications strategies to develop proposals (skills) 3. Develop a professional advertising business manner (development) 4 . Understand how integrated-marketing communications have developed and influenced other areas (other)</p>
教材	<p>課堂講授</p> <p>分組討論</p> <p>學生提案</p>	Teaching Materials	<p>Lecture</p> <p>Class discussion</p> <p>Oral presentation</p>
成績評量方式	<p>課堂討論10% 個人作業20% 企劃案口頭及書面 70%</p> <p>*不定期點名，無故未到一次扣總平均分2分</p> <p>*作業遲交一天打九折，兩天八折，以此類推</p>	Grading	<p>Class discussion 10% Assignment 20%</p> <p>Project 70%</p>
教師網頁	-		
教學內容	<p>廣告策略與企畫為廣告之進階課程，學生需結合行銷，廣告，創意，消費者心理及行為等領域之知識，並具備優秀之企畫能力，為所指定之企業，產品或理念規畫完整之整合行銷傳播企畫案。</p>	Syllabus	<p>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.</p>

尊重智慧財產權，請勿非法影印。