朝陽科技大學 093學年度第1學期教學大綱
Advertising Management 廣告管理

當期課號	3177	Course Number	3177
授課教師	莊世杰	Instructor	CHUANG,SHIN CHIEH
中文課名	廣告管理	Course Name	Advertising Management
開課單位	企業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程乃爲行銷管理之進階課程,課程目標在於使學生了解廣告活動在現代商業社會中的角色與運作,使學生了解各種廣告活動的型態,並藉由各種媒體設計廣告活動,在此課程中將以生動,實務的方式呈現廣告各相關理論與實務概念,以供學生之參考。	Objectives	Advertising Management is advanced level in marketing field. The goal of the course is primarily to guide new marketing students to understand the roles and operations of advertising in modern society. Students can differentiate among the forms of advertising media, and are capable of creating advertising for various media. We attempt to help students master the basic concepts and practices of Advertising Management in an enjoyable and practical way.
教材	廣告創意, 蕭湘文(世新大學),五南出版; Advertising Management, David A. Aaker (UC.Berkeley 加州柏克萊), R Batra (U.Michigan 密西根), Prentice Hall.; Creative Strategy in Advertising, A.J.Jewler, (U.S.C.南卡大); Ad & SP Strategy, Gerard J. Tellis, (USC南加大), Pretence Hall; 廣告與促銷, (UC 加大), 台灣西書譯	Teaching Materials	
成績評量方式	期中&末考: about 70% 平時成績: about 30%	Grading	Midterm + Final: 70% Assignments: 30%
教師網頁			
教學內容	(1) 您也可以想出得獎廣告! (2) 學習廣告管理之策略&戰術知識 (3) 您也可以做出得獎廣告!	Syllabus	knowledges about Advertising planning, decision-making, control, and also focus on creating original idea

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