朝陽科技大學 094學年度第1學期教學大綱
Advertising Management 廣告管理

當期課號	1165	Course Number	1165
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(四日)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	l 指定書籍：廣告與促銷(Advertising and promotion)，吳真偉譯,台灣西書出版社。	Teaching Materials	
成績評量方式	1. 上課發言成績及雙週報告成績40%(以組爲單位,評分以該組回答問題的 正碓 性) 2. 出席成績 20%(以組爲單位,評分以該組內容是否與教授內 容相符) 3. 期末報告成績(團體成績) 40%(評分標準:情境描述具體詳盡、分析嚴謹、 結論與建議有理論根據與創見)	Grading	
教師網頁			
教學內容	本課程乃爲行銷管理之進階課程,主要的教學目的在於使學生吸收相關的廣告管理的知識,並懂得理論之應用。本課程主要的重點在於讓學生了解有關於廣告的訊息是如何設計,一般廣告是如何引發消費者認同的手法爲何?以作爲進行銷推廣之廣告設計的主要概念,在此課程中將儘量呈現在實務上的廣告運用的手法,以供學生之參考。	Syllabus	Advertising Management is advice level in marketing field.The goal of the course is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing,discovery-laden road to learning Advertising Management . And we attempt to help students master the basic concepts and practices of Advertising Management in an enjoyable and practical way.Achiving this goal involves a constant context for the best balance among the "three pillars"that support the text ---theories and concepts,practice and applications,and pedagogy.

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