朝陽科技大學 094學年度第2學期教學大綱
Distribution & Promotion for TV and Film 影視發行與宣傳

當期課號	1774	Course Number	1774
授課教師	梁宏志	Instructor	LIANG,GUNG CHIH
中文課名	影視發行與宣傳	Course Name	Distribution & Promotion for TV and Film
開課單位	傳播藝術系(四日)四B	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標： 1. 使學生了解影視發行與宣傳 (知識) 2. 使學生具有影視發行的概念與能力 (技能) 3. 培養影視發行與宣傳人才之專業態度 (態度) 4. 能深入了解電視與電影產業之發展現況(其他)	Objectives	1. Understand how professionals distribute and promote films and videos (knowledge) 2. Learn how to distribute and promote films and videos (skills) 3. Learn to become a professional in the promotion and distribution field (development) 4. Develop a deeper understanding of the current film and television industry (other)
教材		Teaching Materials	
成績評量方式	課堂表現35%. 出席率20%. 報告45%	Grading	The expression in the class:35%. The attendance:20%. The report:45%
教師網頁			
教學內容	本課程主要包括電影發行計畫及媒體規劃: 發行計畫包括:影片定位、排擋期、策略聯盟、發行預算表、票房分析表等等。 媒體規劃包括：宣傳製作物、宣傳公關造勢活動等等。	Syllabus	This course comprises film distribution and media strategy. Film distribution includes film orientation, film screening schedule, allied strategy, budget of film distribution and box-office analysis. Media strategy contains the making of propaganda, the planning of public relations and propagation.

尊重智慧財產權，請勿非法影印。