

朝陽科技大學 094學年度第2學期教學大綱
Advertising Strategy Management 廣告策略管理與研究

當期課號	7052	Course Number	7052
授課教師	莊世杰	Instructor	CHUANG,SHIN CHIEH
中文課名	廣告策略管理與研究	Course Name	Advertising Strategy Management
開課單位	企業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程乃為行銷管理之進階課程,本課程目標在於讓學生了解有關於廣告策略管理的相關理論與應用,使學生奠定廣告研究的基礎。在此課程中,將以個案、理論研討的方式,呈現廣告策略之規劃、執行與評估等理論與應用概念。	Objectives	Advertising Management is advanced level in marketing field. The goal of the course is primarily to guide students to learning the theories and applications of Advertising Strategy Management . We will use case studies and review literatures about advertising strategy to help students master the theoretical concepts and practices of Advertising planning, implementation, and evaluation.
教材	1.指定書籍：廣告與促銷(Advertising and promotion),吳真偉譯,台灣西書出版社。 2. 廣告期刊論文	Teaching Materials	
成績評量方式	1.上課發言成績及雙週報告成績 45%(以組為單位,評分以該組回答問題的正確性) 2.出席成績 10% 3. 期末報告成績(團體成績) 45%(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	本課程乃為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為何?以作為進行銷推廣之廣告設計的主要概念,在此課程中將盡量呈現在實務上的廣告運用的手法,以供學生之參考。此外研究所課程,尚需了解目前廣告學術發展,因此仍需研讀廣告相關論文	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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