朝陽科技大學 095學年度第1學期教學大綱
Advertising Management 廣告管理

當期課號	1167	Course Number	1167
授課教師	吳文貴	Instructor	WU,WEN KUEI
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	1.戴國良，廣告學：策略、經營與廣告個案實例，鼎茂出版。 2.劉建順，現代廣告學，智勝出版。 3.張慧美，廣告標語之語言風格研究，駱駝出版。	Teaching Materials	1.Chien-Shun Liu, Contemporary Advertising, Published by BestWise Co., Ltd.
成績評量方式	60%：期中考、期末考各30% 30%：學期分組報告 10%：上課參與、作業	Grading	60%：Two exams @ 30% 30%：Term paper 10%：Participation, Class assignments
教師網頁			
教學內容	1.課程說明 ◎分組 2 廣告基本概念 3 廣告在行銷活動中之角色 4 廣告與整合性行銷溝通 5 廣告與消費者行爲：廣告如何影響消費者 6 廣告與消費動機 7 廣告與消費者記憶 8 廣告與消費者態度 9 期中考 10 創意策略:計劃與發展 11 創意策略:執行與評估 12 媒體規劃和策略 13 傳播媒體評估 14 平面媒體評估 15 專題演講 16 廣告、促銷企劃案報告 17 廣告、促銷企劃案報告 18 期末考	Syllabus	1. Introduction 2. Basic concepts of Advertising 3. The role of advertising in marketing activities 4. Advertising and integrated marketing communication 5. Advertising and consumer behavior 6. Advertising and motivations of consumer 7. Advertising and memory of consumer 8. Advertising and attitudes of consumer 9. Mid-term exam 10. Creative strategy: planning and development 11. Creative strategy: implementation and evaluation 12. Planning and strategy of media 13. Evaluation of broadcast and online media 14. Evaluation of print media 15. Lecture 16-17. Presentaion 18. final exam

尊重智慧財產權，請勿非法影印。