# 朝陽科技大學 095學年度第1學期教學大綱
# Advertising & Marketing 廣告行銷學

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| 當期課號 | 1832 | Course Number | 1832 |
| 授課教師 | 郭昭蘭 | Instructor | KUO,CHAO LAN |
| 中文課名 | 廣告行銷學 | Course Name | Advertising & Marketing |
| 開課單位 | 視覺傳達設計系(四日)二A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 本課程結合行銷與廣告二大領域,旨在教導學生認識商品之行銷環境,架構及流程,並特別注重廣告在行銷環節中扮演之角色,使學生對廣告的運作有更進一步了解. | Objectives | This course incorporates two fields of marketing and advertising. The purpose is to let students understand the environment, structure and process of marketing. The special emphasis is on the role advertising plays in the marketing process. |
| 教材 | 曾光華(民93).行銷管理:理論解析與實務應用. 台北:前程企業.<br>蕭湘文(民94) 廣告傳播. 台北:威仕曼文化.<br>突破 廣告 動腦 | Teaching Materials | |
| 成績評量方式 | 課堂討論20% 分組報告50% 期末報告30%<br>點名一次未到總平均扣二分 作業遲交一天打九折以此類推 | Grading | Class discussion 20% Group presentation 50% Final project 30% |
| 教師網頁 | | | |
| 教學內容 | 本課程結合行銷與廣告二大領域,旨在教導學生認識商品之行銷環境,架構及流程,並特別注重廣告在行銷環節中扮演之角色,使學生對廣告的運作有更進一步了解. | Syllabus | This course combines two areas of marketing and advertising. The main purpose is to understand the marketing environment of products. Besides,it emphasizes the role of advertising played in the marketing. |

尊重智慧財產權，請勿非法影印。