# 朝陽科技大學 096學年度第1學期教學大綱
# Advertising Management 廣告管理

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| 當期課號 | 3122 | Course Number | 3122 |
| 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(二進)五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.Wells, Moritaty, Burnett(2006)著，陳尙永、蕭富峰譯，Adertising: Principles and Practice, 華泰出版(中譯本)。<br>2.戴國良，廣告學：策略、經營與廣告個案實例，鼎茂出版。<br>3.張慧美，廣告標語之語言風格研究，駱駝出版。 | Teaching Materials | 1.Wells, Moritaty, Burnett(2006)，Adertising: Principles and Practice,Pearson Education Ltd. |
| 成績評量方式 | 1.期中考：30%<br>2.期末報告：40%<br>3.上課參與討論：30% | Grading | 1.Mid-term Exam.:30%<br>2.Term paper:40%<br>3.Class Participation:30% |
| 教師網頁 | | | |
| 教學內容 | 1.課程說明：廣告導覽及分組<br>2 廣告的行銷功能<br>3.廣告與社會<br>4 廣告如何運作？<br>5 消費者行爲<br>6 策略性研究<br>7 策略規劃<br>8 平面與戶外媒體<br>9 期中考<br>10 廣播與電視媒體<br>11 互動媒體及新科技媒體<br>12 媒體企畫與媒體購買<br>13 廣告創意與訊息策略<br>14 廣告文案、設計與製作<br>15 促銷、事件及贊助<br>16 公共關係<br>17 效果評估<br>18 期末考 | Syllabus | 1. Introduction<br>2. Advertising's Role in Marketing<br>3. Advertising and Society<br>4. How Advertising Works<br>5. Consumer Audience<br>6. Strategic Research<br>7. Strategic Planning<br>8. Print and Out-of-Home Media<br>9. Mid-term exam<br>10. Broadcast Media<br>11. Interactive and Alternative Media<br>12. Media Planning and Buying<br>13. The Creative Side and Message Strategy<br>14. Copywriting, Design and Production<br>15. Sales Promotion, Events, and Sponsorships<br>16. Public Relations<br>17. Evaluation of Effectiveness<br>18. Final Exam. |

尊重智慧財產權，請勿非法影印。