朝陽科技大學 096學年度第1學期教學大綱
Advance Media Proposal & Writing 進階企劃寫作

當期課號	3530	Course Number	3530
授課教師	李佳懷	Instructor	LI,CHIA HUAI
中文課名	進階企劃寫作	Course Name	Advance Media Proposal & Writing
開課單位	傳播藝術系(二進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標： 1. 使學生具備撰寫多種類別企劃案之能力 (技能) 2. 能具備專業企劃人員之涵養與態度 (態度) 3. 使學生了解台灣地區企劃人才之就業發展方向 (其他) 4. 使學生了解多種類別之企劃案所需之相關知識 (知識)	Objectives	This is a hands-on course. The course covers the basic introduction of the issues of planning radio, television and film production and its' related field. The major goals of this course are to introduce students to the writing style and conventions used by the mass media, for students to gain proficiency in that style, and prepare students for a career. This course should be an excellent opportunity for students to improve their written skills.
教材	課堂講義及業界企劃書案例	Teaching Materials	
成績評量方式	企劃案(1)30% 企劃案(2)30% 口頭報告20% 課堂出席及討論20%	Grading	Project(1) 30% Project(2) 30% Presentation 20% Participation 20%
教師網頁			
教學內容	培養學生不同類型媒體及活動之企劃書撰寫能力	Syllabus	A comprehensive study of the principles, procedures, design and skill processes in writing proposals for electronic media programming.

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