朝陽科技大學 096學年度第1學期教學大綱
Advertising and Promotion 廣告促銷表達

當期課號	7318	Course Number	7318
授課教師	許筱彤	Instructor	HSU,HSIAO TUNG
中文課名	廣告促銷表達	Course Name	Advertising and Promotion
開課單位	應用外語系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	學生將在這門課中習得如何製作出色的廣告之相關理論和方法。這門課將包括廣泛的閱讀和多種類型的廣告實例。學生將分組並利用課堂上所教授的方法創造自己的新廣告。	Objectives	In this class, students will be taught the theory and techniques of effective advertising. The course will consist of extensive reading and will also include numerous examples of advertising of various types. Students will participate in group projects and design their own advertisements to demonstrate their knowledge of advertising techniques acquired throughout the course.
教材	廣告學(七版) 華泰文化 及課堂講義	Teaching Materials	
成績評量方式	期中成績30%、期末成績30%、平時成績40%(個人報告* 2) 三次點名未能出席者, 此科視爲不及格	Grading	Midterm exam 30%、Final exam 30%、 personal (written and oral) presentation * 2 40 % More than 3 unexcused absences will result in a failure of the course.
教師網頁			
教學內容	本課程重視分析討論;透過精讀相關文獻，提供一個完整性的理論瞭解並使學生增進對於行銷及廣告促銷的獨立思考及分析能力。 教學主軸在於: 透過行銷理論，深入探討廣告學該具備的專業知識及分析商業及非營利組織(以英語教育組織爲主)之行銷過程中所需的廣告促銷策略和技巧。	Syllabus	The course is to 1.enable students to understand the role and contribution of marketing and advertising objectives through a critical examination of strategy in different business contexts. 2.develop students'understanding of the principles and strategies involved in the effective marketing of ELT programmes at the level of elementary, secondary, further and higher education. 3.facilitate students to evaluate and select varied marketing strategies to meet advertising issues and problems.

尊重智慧財產權，請勿非法影印。