

朝陽科技大學 097學年度第1學期教學大綱
Advertising Management 廣告管理

當期課號	3129	Course Number	3129
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(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程乃為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)原著,黃俊堯編譯、黃曼琴編著,廣告:原理與實務(Adertising: Principles and Practice),初版,普林斯頓國際。 2.戴國良,廣告學:策略、經營與廣告個案實例,鼎茂出版。 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.每章個案報告:60% 2.上課參與討論:40%	Grading	1.Case study:60% 3.Class Participation:40%
教師網頁	-		
教學內容	1.課程說明:廣告導覽及分組 2 Ch1、Ch2廣告與行銷 3 Ch3廣告與社會 4 Ch4廣告如何有效 5 Ch5消費者行爲 6 Ch6廣告研究 7 Ch7廣告規劃與策略 8 Ch8廣告創意 9 Ch9廣告文案 10 Ch10廣告設計與製作 11 Ch11媒體企劃與採購 12 Ch12平面媒體 13 Ch13廣播電視與互動媒體 14 Ch14直效行銷 15 Ch15促銷 16 Ch16公共關係 17 Ch17特殊廣告 18 Ch18國際廣告	Syllabus	1. Introduction 2. Advertising's Role in Marketing 3. Advertising and Society 4. How Advertising Works 5. Consumer Audience 6. Strategic Research 7. Strategic Planning 8. The Creative Side and Message Strategy 9. Copywriting 10. Design and Production 11. Media Planning and Buying 12. Print and Out-of-Home Media 13. Broadcast Media, Interactive and Alternative Media 14. Direct Marketing 15. Sales Promotion, Events, and Sponsorships 16. Public Relations 17. Special topics 18. International Advertising

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