

朝陽科技大學 097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	3442	Course Number	3442
授課教師	顏姝如	Instructor	YEN,WEN RU
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	<p>教學目標：</p> <ol style="list-style-type: none"> 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	<p>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.</p>
教材	相關教學用文件和影片	Teaching Materials	Papers and dvd about teaching.
成績評量方式	<p>作業-20%</p> <p>期中-30%</p> <p>期末-40%</p> <p>學習態度與團隊合作-10%</p>	Grading	<p>Homework-20%</p> <p>Midterm exam-30%</p> <p>Final exam-40%</p> <p>Study attitude-10%</p>
教師網頁			
教學內容	<ol style="list-style-type: none"> 1.企劃人的角色認知 2.培養實用"企劃力" 3.學習創造專業企劃書 4.企劃影響力 5.提報:將企劃變可行的說服藝術 6.實作：一個真正的企劃人 	Syllabus	<ol style="list-style-type: none"> 1.Project planner's role in the team and program. 2.Training ability of planning. 3.Creating a specialized planning paper. 4.Planning force. 5.Draft resolution. 6.Practical training.

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