朝陽科技大學 097學年度第2學期教學大綱
Media Management 媒體經營與管理

當期課號	3457	Course Number	3457
授課教師	邊明道	Instructor	BIAN,MIN DAU
中文課名	媒體經營與管理	Course Name	Media Management
開課單位	傳播藝術系(二進)五A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標：包含知識、技能、態度、其他等四項 1. 能熟悉以傳播觀點來了解管理理論及其在各媒體經營與管理領域的應用(知識) 2. 能具備應用於媒體組織中的基本管理原理及技術（技能） 3. 能具備媒體管理者應有之專業道德與社會責任（態度） 4. 能了解台灣媒體經營與管理之生態與環境(其他)	Objectives	1. Become familiar with media mangement theory and its application in media business and management (knowledge) 2. Develop media managment abilities and apply them to media organizations (skills) 3. Learn to become a professional, ethical, socially responsibile media manager (development) 4. Understand how the ecological environment of Taiwan media management operates (other)
教材	傳播媒介經營管理。 蔡念中等著 亞太出版社。1996	Teaching Materials	
成績評量方式	出席率(10%)、課堂參與(10%)、報告(30%)、測驗(50%)	Grading	participation(20%), term papers(30%), exams(50%)
教師網頁	_		
教學內容	使同學了解電視媒體的組織行爲，媒體內外環境互動的基本概念，進而學習經營管理與策略對傳播事業的重要性。 教師講授、影片欣賞、課堂討論、閱讀報告、測驗、指定閱讀作業	Syllabus	Introduces print and broadcast management decision-making in operations, personnel, content, promotion, finance and governmental regulations. Stresses communication and leadership via team/group learning. Students are expected to complete the course with an understanding of how media firms operate in a multicultural environment, as well as a grasp for the relationship between business-side and editorial decisions.

尊重智慧財產權，請勿非法影印。