朝陽科技大學 097學年度第2學期教學大綱
Advertising Business English 廣告商用英文

當期課號	3500	**Course Number**	3500
授課教師	王宛羚	**Instructor**	WANG,WAN LING
中文課名	廣告商用英文	**Course Name**	Advertising Business English
開課單位	應用外語系(二進)四A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	好的廣告不止要有引人注意的文案，更需要深入了解消費者購買的動機和需求。在這堂課中，我們將焦點集中在語言的運用和消費者心理學。	**Objectives**	Effective advertising not only requires an attention-getting use of language, it requires an understanding of the wants and motivations of buyers. In this class, we will focus on the use of language in advertising and the psychology of consumers.
教材	廣告英文 第二版 ISBN: 957-586-515-4 邱玉容 編譯	**Teaching Materials**	ADVERTISING & ENGLISH ISBN: 957-586-515-4
成績評量方式	1. 出席率(20%): 請出席每一次上課. 每一次缺曠,包括事假,都會扣分. 缺曠四次以上可能導致此門課成績低於60分. 2. 課堂上參與度(10%): 鼓勵學生上課主動參與表達意見. 參與度將會影響成績. 3. 作業(30%): 指課後作業. 請準時在指定日時上課前先交課後作業. 不接受遲交作業. 4. 報告(40%): 請針對指定主題在課堂上進行口頭報告.	**Grading**	1. Attendance: (20%) You are expected to attend all classes. Your absence each time, including excused absences, will cause certain points deducted from your participation grade. Missing more than FOUR meetings of the class, including excused absences, may lead to your failure in this course. 2. In-Class participation: (10%) You are encouraged to participate actively in class discussion, and make comments or ask questions about concepts or issues. Your grade will be based on your participation in class discussion/activities. 3. Assignments: (30%) The grade will be based on out-of-class assignments you are asked to do from time to time. You need to take responsibility for turning homework exercises in at the right place and time. Assignments should be turned in at the beginning of class on the due date. Late assignment or homework will NOT be accepted. The written work you submit must be typed. Please make sure that you always keep an extra copy of your work to guard against loss. 4. Presentation: (40%) You are expected to give in-class oral presentations on certain assigned topic and lead class discussions. Further details will be provided later.
教師網頁			
	2/20 介紹課程 2/27 第一章: 能源 3/6 第一章: 能源 (個人報告:1~7號) 3/13 第一章: 能源 (個人報告:8~10號) 第二章: 環保 (個人報告:1~7號) 3/20: 第三章: 生態保育 (個人報告:1~10號) 3/27: 第三章: 生態保育 (個人報告:11~17號) 及第四章: 教育 (個人報告:1~2號) 4/3: 第四章: 教育 (個人報告:3~12號) 4/10: 第五章: 社會福利 (個人報		2/20 Introduction to the course 2/27 Chap1: Energy 3/6 Chap1: Energy (Personal presentation: No. 1~7) 3/13 Chap1: Energy: No. 8~10 & Chap2: Environment Protection: No. 1~7 (Personal presentation) 3/20 Chap3: Ecological Conservation: No.1~10 (Personal presentation) 3/27 Chap3: Ecological Conservation: No.11~17 & Chap4:

教學內容	告:1~11號) 4/17: 期中考 4/24: 第六章: 多采多姿的商業廣告 (個人報告: 1~10號) 5/1: 第七章: 商標設計實例欣賞 (個人報告: 1~11號) 5/8: 第八章: 廣告標語面面觀 5/15: 小組設計廣告報告 5/22: 期末考	**Syllabus**	Education: No.1~2 (Personal presentation) 4/3 Chap4: Education: No.3~12 (Personal presentation) 4/10 Chap5: Social Welfare: No.1~11 (Personal presentation) 4/17 Mid-term exam 4/24 Chap6: Advertising: No.1~10 (Personal presentation) 5/1 Chap7: LOGO: No.1~11 (Personal presentation) 5/8 Chap8: Advertising Slogans 5/15 Group presentation 1~10 5/22 Final-term exam

尊重智慧財產權，請勿非法影印。