

**朝陽科技大學 098學年度第1學期教學大綱**  
**Advertising Management 廣告管理**

<b>當期課號</b>	3111	<b>Course Number</b>	3111
<b>授課教師</b>	林偉專	<b>Instructor</b>	LIN,WEI CHUAN
<b>中文課名</b>	廣告管理	<b>Course Name</b>	Advertising Management
<b>開課單位</b>	企業管理系(四進)三A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	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。	<b>Objectives</b>	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.
<b>教材</b>	廣告管理/Advertising Management 劉樹澤著.二版.台北市.華泰.2002.3二版	<b>Teaching Materials</b>	廣告管理/Advertising Management 劉樹澤著.二版.台北市.華泰.2002.3二版
<b>成績評量方式</b>	1-期中考佔-30% 2-期末考佔-30% 3-平時課堂參與討論.報告-佔40%	<b>Grading</b>	1- mid-exam (30%). 2-final-exam (30%) 3- Participate in class discussion and report(40%)
<b>教師網頁</b>	-		
<b>教學內容</b>	1 課程簡介與教學互動 2 概論 3 廣告計畫 4 廣告組織 5 廣告媒體 6 廣告製作 7 廣告預算控制 8 廣告效果 9 廣告代理 10廣告策略 11廣告創意 12國際廣告 13公共關係 14廣告倫理 15廣告法規	<b>Syllabus</b>	1. Introduction 2. The Concept of Advertising Management 3. Advertising Plan 4. Advertising Organization 5. Advertising Media 6. Advertising Worksheet 7. Advertising Cost & Budget 8. Advertising Effect 9. Advertising Boutirues 10. Advertising Strategy 11. Advertising Creative 12. International Advertising 13. Public Relations 14. Advertising Ethics 15. Advertising Law

尊重智慧財產權，請勿非法影印。