

朝陽科技大學 098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	3458	Course Number	3458
授課教師	湛明暉	Instructor	CHAN,MING HUI
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(四進)二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	<p>教材：</p> <ol style="list-style-type: none"> 1.超快速！完美企劃書，竹內謙礼著，城邦文化 2.文案就該這樣寫，中山マト著，商周 <p>參考資料</p> <ol style="list-style-type: none"> 1.企劃案管理實務，戴國樑著，商周出版。 2.第一次做企劃案就上手，洪惠珊著，易博士。 3.簡報聖經，傑瑞.衛斯曼著，培生教育出版集團。 4.創意人，詹宏志著，臉譜。 5.思考的技術，大前研一著，商周出版。 6.商業簡報理論與實務，熊東亮等著，空大出版社。 	Teaching Materials	
成績評量方式	<ol style="list-style-type: none"> 1.平時作業：20 % 2.期中考：30 % 3.期末報告：30 % 4.上課表現：20 % 	Grading	
教師網頁	-		
教學內容	<p>企劃、是現代人必備的能力，也是職場上例行的工作。如何成爲一位高能力的企劃人？怎樣撰寫企畫案？什麼樣的企劃案才是好的企劃案？是這一學期的教學重點。</p> <p>在這一學期中，我們要了解企劃案有哪些類型？每一類型的企劃案有哪些要項？當然，各位同學也要自己試著寫出一份完整的企劃案，並製作成簡報。</p> <p>企劃人需要大量的創意，所以會有很多的動腦時間，如果你不想被時代所淘汰，就準備開始本學期的腦力大挑戰吧！</p> <p>詳細教學內容，請參照第一週的課程綱要ppt檔。</p>	Syllabus	<p>Plan, is modern people requisite ability, is example job on work too 。 How to have a high plan ability ? How write a good planning ? What kind of planning just be good planning ? This is teaching emphases.</p> <p>Semester is at this, we want unfasten planning have which type ? Every type's planning have which want ? Sure, everybody schoolmate wants oneself try to write come out an integral planning too, and fabricate become Power Point.</p> <p>Plan person need a flood of idea, so can have a lot thinking time, if you does not want cover era wash out, prepare to start this term's intelligence big challenge!</p>