

朝陽科技大學 098學年度第1學期教學大綱
Advertising and Promotion 廣告促銷表達

當期課號	7337	Course Number	7337
授課教師	楊浩偉	Instructor	
中文課名	廣告促銷表達	Course Name	Advertising and Promotion
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	學生將在這門課中習得如何製作出色的廣告之相關理論和方法。這門課將包括廣泛的閱讀和多種類型的廣告實例。學生將分組並利用課堂上所教授的方法創造自己的新廣告。	Objectives	In this class, students will be taught the theory and techniques of effective advertising. The course will consist of extensive reading and will also include numerous examples of advertising of various types. Students will participate in group projects and design their own advertisements to demonstrate their knowledge of advertising techniques acquired throughout the course.
教材	開學第一節課宣佈。	Teaching Materials	To Be Announced.
成績評量方式	作業與表現30% 期中考(報告)30% 期末考(報告)40%	Grading	Homework 30% M-test 30% F-test 40%
教師網頁	-		
教學內容	學生將在這門課中習得如何製作出色的廣告之相關理論和方法。這門課將包括廣泛的閱讀和多種類型的廣告實例。學生將分組並利用課堂上所教授的方法創造自己的新廣告。	Syllabus	In this class, students will be taught the theory and techniques of effective advertising. The course will consist of extensive reading and will also include numerous examples of advertising of various types. Students will participate in group projects and design their own advertisements to demonstrate their knowledge of advertising techniques acquired throughout the course.

尊重智慧財產權，請勿非法影印。