

朝陽科技大學 098學年度第2學期教學大綱
seminar for recreation programming 休閒活動管理專題

當期課號	1556	Course Number	1556
授課教師	陳鈞坤	Instructor	CHEN,JUNE KUEN
中文課名	休閒活動管理專題	Course Name	seminar for recreation programming
開課單位	休閒事業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	邀請數位具有休閒活動管理相關實務經驗的業者或專家進行座談，內容包括人力招募與運用、活動推廣與行銷、媒體與公關、活動企劃、活動評估等。	Objectives	Inviting several professionals of recreation programming to have an informal class discussion, including human resources, promotion, public relations, activity programming, programming evaluation and so on.
教材	1.未來人才的8個KNOW-HOW(天下) 2.你就是品牌~用服務打造你的品牌(天下) 3.新企劃人(遠流) 4.換個思考,換種人生(時報) 5.創造力(天下) 6.休閒活動企劃(品度) 7.特別節慶活動企劃與管理(品度) 8.服務業行銷(滄海) 9.休閒活動規劃與管理(桂魯)	Teaching Materials	1.Rossmann, J.R., & Schlatter, B.E. (2000), Recreation programming: designing leisure experiences (3rd Edition). Champaign, IL: Sagamore Publishing. 2. Edginton, C. R., Hanson, C.J., Edginton, S. R., & Hudson, S.D.(?). Leisure programming: A service-centered and benefits approach (3rd). The McGraw-Hill Companies, Inc. 3. Rohnke & Butler (1995). QuickSliver: adventure games, initiative problems, trust activities and a guide to effective leadership. Project Adventure Inc. 4. Ewert (1989). outdoor adventure pursuits: foundations, models, and theories. Publishing Horizons, Inc.
成績評量方式	1.平時成績(Mid-term paper, 30%): 請每人挑選期刊或雜誌有關於行銷創意之個案研究或報導, 每人報告時間約10分鐘, 每週2-3人, 請以powerpoint方式呈現內文重點簡介及相關理論之延伸與探討. 2.期中報告(Mid-term Exam, 20%) 3.期末考(Final-term Exam, 20%) 4.課堂參與(Class participation, 30%)	Grading	leisure activities implementation (30%) literature and discussion (40%) observation and evaluation (30%)
教師網頁	-		
教學內容	1.實務引導休閒活動計畫、設計與執行之概及實務作業。 2.1-3週 課程介紹、創意發想、活動設計與自我行銷。 3.4-7週 個案研討及專家座談。 4.8-9週 期中考、活動設計個案作業。 5.10-12週 活動推廣與行銷。 6.13-15週 媒體關係與公共關係運用。 7.16-17週 小組個案報告、期末考。	Syllabus	1: basic programming concepts 2: how individuals experience leisure 3: six key elements of a situated activity system 4: benefits-based programming 5: developing leisure service products 6: using goal and objective technology in program development 7: developing the agency's programming mission 8: writing program management goals 9: obtaining client input 10: program design

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