# 朝陽科技大學 098學年度第2學期教學大綱
# Advertising Psychology 廣告心理

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| **當期課號** | 2240 | **Course Number** | 2240 |
| **授課教師** | 郭昭蘭 | **Instructor** | KUO,CHAO LAN |
| **中文課名** | 廣告心理 | **Course Name** | Advertising Psychology |
| **開課單位** | 傳播藝術系(四日)一A | **Department** | |
| **修習別** | 選修 | **Required/Elective** | Elective |
| **學分數** | 2 | **Credits** | 2 |
| **課程目標** | 教學目標：<br>1.使學生了解消費者心理及心理學基本原理(知識)<br>2.能具備應用心理學基本原理至廣告之分析能力 (技能)<br>3.能具備消費者調查及廣告研究從業人員之專業態度(態度)<br>4.能了解廣告心理領域之發展應用情形(其他) | **Objectives** | 1. Understand the basic principles of consumer psychology (knowledge) 2. Apply the basic principles of psychology to advertising analysis (skills) 3. Develop the professional attitude of advertising research practitioners (development) 4. Understand the psychological factor in the development of ads (other) |
| **教材** | 課堂講義。<br>錢玉芬(民96)，傳播心理學。台北:威仕曼。<br><br>楊中芳(民79)，廣告的心理原理。台北:遠流。<br>游恆山譯(民85))，消費者行爲心理學。台北:五南。<br>林仁和(民90)，商業心理學。台北:揚智。<br>石文典等編著實(民91)，市場營銷心理學。台北:揚智。 | **Teaching Materials** | Chang,Y.F.(2007). Communication psychology.<br>Yang,C.F.(1990).The psychological principles of advertising.<br>Yo,H.S.(1996).Consumer behavior.<br>class teaching material |
| **成績評量方式** | 課堂討論 20% 期中報告 30% 期末報告50%點名一次未到總平均扣2分<br>超過3次無故未到課學期成績以不及格計<br>作業遲交一天打九折、兩天八折、以此類推 | **Grading** | Class performance 20%<br>midtrem project 30%<br>final project 50% |
| **教師網頁** | | | |
| **教學內容** | 本課程主旨在於使學生了解心理學原理在廣告領域的應用,並進而掌握消費者心理及行爲. 課程內容涵蓋消費者動機,廣告訊息處理,學習理論,說服理論等心理學理論並以實例輔以說明. | **Syllabus** | This course introduces students to the application of psychological principles to advertising. The topics discussed include motivation,perception,learning and persuasion. |

尊重智慧財產權，請勿非法影印。