

朝陽科技大學 098學年度第2學期教學大綱  
The Strategy and Planning of Advertising 廣告策略與企劃

當期課號	2286	Course Number	2286
授課教師	郭昭蘭	Instructor	KUO,CHAO LAN
中文課名	廣告策略與企劃	Course Name	The Strategy and Planning of Advertising
開課單位	傳播藝術系(四日)二B	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> <p>1.使學生了解具有新廣告稱號之整合行銷傳播之基本原理(知識)</p> <p>2.能具備整合行銷傳播策略規劃及提案之能力(技能)</p> <p>3.能具備廣告業務從業人員之專業態度(態度)</p> <p>4.能了解整合行銷傳播之發展應用情形(其他)</p>	Objectives	<p>1. Understand how advertisements have broadened into integrated-marketing communications (of knowledge) 2. Use integrated-marketing communications strategies to develop proposals (skills) 3. Develop a professional advertising business manner (development) 4 . Understand how integrated-marketing communications have developed and influenced other areas (other)</p>
教材	<p>課堂講義</p> <p>Don E. Schultz著 朝陽堂編譯(民91)，現代廣告概論:策略與實務。台北: 新文京開發。</p> <p>楊朝陽(民92)，廣告企劃。台北: 新文京開發。</p> <p>Larry Percy著 王鎬,洪敏莉譯(民89)，整合行銷傳播策略:從企劃,廣告,促銷,通路到媒體整合。台北:遠流。</p> <p>黃治蘋(民97)，廣告企劃Step by Step。台北: 早安財經文化。</p>	Teaching Materials	<p>Schultz,D.E.(2002). Introduction to modern advertising:Strategy and practice.</p> <p>Yang,C.Y.(2003). The planning of advertising.</p> <p>Percy,L.(2000).Integrated marketing communication strategy. class teaching material</p>
成績評量方式	<p>課堂表現20% 企劃案(口頭及書面)80%</p> <p>點名未到一次扣總平均2分</p> <p>點名超過三次無故未到學期成績以不及格計</p> <p>作業遲交一天打九折，兩天八折，以此類推</p>	Grading	Class performance 20% Project 80%
教師網頁	-		
教學內容	<p>廣告策略與企畫為廣告之進階課程,學生需結合行銷,廣告,創意,消費者心理及行為等領域之知識,並具備優秀之企畫能力,為所指定之企業,產品或理念規畫完整之整合行銷傳播企畫案.</p>	Syllabus	<p>Advertising strategies &amp; Planning takes a market-oriented approach to the total campaign. The course interrelates planning,creative and technical skills with emphasis on problem-solving and marketing communications.</p>

尊重智慧財產權，請勿非法影印。