# 朝陽科技大學 098學年度第2學期教學大綱
# Media Management 媒體經營與管理

| | | | |
|---|---|---|---|
| 當期課號 | 3535 | Course Number | 3535 |
| 授課教師 | 賴富山 | Instructor | Lai,Fu Shan |
| 中文課名 | 媒體經營與管理 | Course Name | Media Management |
| 開課單位 | 傳播藝術系(二進)五A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 教學目標：包含知識、技能、態度、其他等四項<br>1. 能熟悉以傳播觀點來了解管理理論及其在各媒體經營與管理領域的應用(知識 )<br>2. 能具備應用於媒體組織中的基本管理原理及技術（技能）<br>3. 能具備媒體管理者應有之專業道德與社會責任（態度）<br>4. 能了解台灣媒體經營與管理之生態與環境(其他) | Objectives | 1. Become familiar with media mangement theory and its application in media business and management (knowledge) 2. Develop media managment abilities and apply them to media organizations (skills) 3. Learn to become a professional, ethical, socially responsibile media manager (development) 4. Understand how the ecological environment of Taiwan media management operates (other) |
| 教材 | 媒介管理<br>新世紀媒體經營管理 | Teaching Materials | Media Management<br>New Century Media Management |
| 成績評量方式 | 出席參與討論:25%<br>書面報告:20%<br>期中考:25%<br>期末考Final:30% | Grading | Participation:25%<br>Paperwork:20%<br>Middle term:25%<br>Final:30% |
| 教師網頁 | | | |
| 教學內容 | 針對各媒體的現況、生態做一全面性的掃描，深入剖析大眾媒體如何興起，媒體和社會的互動關係，媒體機制如何運作，媒體和國家的關係，以及不同媒體間的互動關係。並對台灣各平面與電子媒體的經營策略與管理做一深入的分析，著重管理者之領導統御的藝術與技巧，使同學有實際的案例可爲參考，從實務觀點掌握媒體趨勢。 | Syllabus | For the status of the media, ecological doing a comprehensive scan, in-depth analysis of how the mass media, the rise of the interaction between the media and society, the media mechanism operates, the media and the state of relations and interaction between different media. And Taiwan's various media, business strategy and management to do an in-depth analysis, focusing on the manager's leadership and command of the art and skill, so that students will have an actual case for reference, from a practical point of view to master the media trends. |

尊重智慧財產權，請勿非法影印。