朝陽科技大學 098學年度第2學期教學大綱
Planning for Integrated Marketing Communications 整合行銷傳播企劃

當期課號	3560	Course Number	3560
授課教師	郭昭蘭	Instructor	KUO,CHAO LAN
中文課名	整合行銷傳播企劃	Course Name	Planning for Integrated Marketing Communications
開課單位	傳播藝術系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標： 1.使學生了解整合行銷傳播之基本原理(知識) 2.能具備整合行銷傳播策略規劃及提案之能力 (技能) 3.能具備廣告從業人員之專業態度(態度) 4.能了解整合行銷傳播之發展應用情形(其他)	Objectives	1.To help students understand the principles of integrated marketing communications. 2.To improve the skills of planning and presenting integrated marketing communications strategies. 3.To equip students with the professional attitudes of advertising research. 4.To help students understand the development and application of integrated marketing communications.
教材	課堂講義 葉鳳強&吳家德著(民98).整合行銷傳播。台北:五南。 Esther Thorson & Jeri Moore著,吳宜蓁&李素卿譯(民88),整合行銷傳播。台北:五南 。 Larry Percy著 王鏑,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。 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。 楊朝陽(民92)，廣告企劃。台北: 新文京開發。	Teaching Materials	Thorson,E.& Moore,J.(1999).Integrated marketing communications. Schultz,D.E.(2002). Introduction to modern advertising:Strategy and practice. Yang,C.Y.(2003). The planning of advertising. Percy,L.(2000).Integrated marketing communication strategy. class teaching material
成績評量方式	課堂表現20% 企劃案 (口頭及書面)80% 點名未到一次扣總平均2分 作業遲交一天打九折，兩天八折，以此類推	Grading	Class performance 20% Project 80%
教師網頁			
教學內容	整合行銷企畫爲一整合性課程,學生需結合行銷,廣告,創意,消費者心理及行爲等領域之知識,並具備優秀之企畫能力,爲所指定之企業,產品或理念規畫完整之整合行銷傳播企畫案.	Syllabus	Planning for Integrated Marketing Communications 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.

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