朝陽科技大學 099學年度第2學期教學大綱
Proposal Writing and Presentation for Media 企劃寫作

當期課號	0197	Course Number	0197
授課教師	王惠鈴	Instructor	,
中文課名	企劃寫作	Course Name	Proposal Writing and Presentation for Media
開課單位	中文寫作課群(日)	Department	
修習別	選擇必修	Required/Elective	Topics in Chinese Writing
學分數	2	Credits	2
課程目標	如果商場是戰場，企劃就是作戰指揮中心，如果商場是田徑場，企劃是就是十項全能的競技。因爲企劃寫作是結合資訊、知識、智慧、執行力的思想與行動的藝術，它需要大量消耗心智、體力，必須不斷地補強充電。因此。修課學生必須是一個全方位的知識份子，也是一個探險旅行者，更是了解市場走向，客戶需要的心理學家。同時，也應是運動愛好者。 企劃寫作不簡單，但很好玩，如何?放馬過來!一齊構築夢想，展現魅力吧!	Objectives	If business is like battle field, proposals are the command center of the battle. Because writing proposals is a combination of information, knowledge, wisdom, and execution, it needs a lot of mind and physical powers. The student taking this course will become a full intellect, understand the customers' psychological demands and grasp the market trends.
教材	1、坊間企劃書專書 2、廣告行銷案例 3、業界實例 4、腦力激盪	Teaching Materials	Proposal Writing books,Advertisement examples,Bussinese instances，The mental ability surges 。
成績評量方式	期中報告佔30% 期末報告佔30% 平時表現佔40%	Grading	Midterm written exam:30%, Final written exam:30%, Ordinary performance:40%
教師網頁	_		
教學內容	1. 確保活動進行順暢：企劃書有十四要項，對活動各項因素的考慮需相當周延，使所有變因皆納入掌握之中，而使活動進行順利。 2. 工作人員執行的依據：各項細節如組織架構、權責分配、經費預算、進度流程等都有詳細說明，以利工作人員執行。 3. 事後檢討的工具：活動結束後，需根據事前計畫的目標，流程與事實經過、結果加以比較檢討，以提供未來之參考。	Syllabus	1.Guarantees the activity to carry on smoothly: The business planning book has 14 important items, to moves each factor the consideration to need the suitable distribution, because causes to change all all integrates during grasping, but causes the activity to carry on smoothly. 2.The staff carries out basis: Each detail like organization construction, the power and responsibility assignment, the funds budget, the progress flow and so on all have the specify, carries out in order to help the staff. 3.Afterwards examines tool: After the activity had ended, must act according to the goal which planned in anticipation, the flow and the fact process, the result compares the self-criticism, will provide reference the future.

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