

朝陽科技大學 099學年度第2學期教學大綱  
Advertising Management 廣告管理

當期課號	3081	Course Number	3081
授課教師	謝介人	Instructor	,
中文課名	廣告管理	Course Name	Advertising Management
開課單位	企業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程乃為行銷管理之進階課程,課程目標在於使學生了解廣告活動在現代商業社會中的角色與運作,使學生了解各種廣告活動的型態,並藉由各種媒體設計廣告活動,在此課程中將以生動,實務的方式呈現廣告各相關理論與實務概念,以供學生之參考。	Objectives	Advertising Management is advanced level in marketing field. The goal of the course is primarily to guide new marketing students to understand the roles and operations of advertising in modern society. Students can differentiate among the forms of advertising media, and are capable of creating advertising for various media. We attempt to help students master the basic concepts and practices of Advertising Management in an enjoyable and practical way.
教材	廣告學/ 蕭富峰、張佩娟、卓峰志/智勝文化事業有限公司	Teaching Materials	Advertising/ Michael Hsiau, Pei-Chuan Chang, Feng-Chih Cho/Best Wise Co.,Ltd.
成績評量方式	1.期中考 30% 2.期末考 40% 3.出席 30%	Grading	1.Midterm exam 30% 2.Final exam40% . 3.Presentation 30% 廣
教師網頁	-		
教學內容	<ol style="list-style-type: none"> <li>1.行銷與廣告</li> <li>2.廣告基本概念</li> <li>3.市場調查</li> <li>4.瞭解產品與環境</li> <li>5.消費者分析</li> <li>6.廣告活動與策略發展</li> <li>7.廣告創意策略</li> <li>8.廣告創意表現</li> <li>9.電子與新興媒體</li> <li>10.平面與戶外媒體</li> <li>11.媒體企劃與購買</li> <li>12.行銷溝通</li> <li>13.公關與促銷</li> <li>14.人員銷售與直效行銷</li> <li>15.個案研究</li> </ol>	Syllabus	<ol style="list-style-type: none"> <li>1. Marketing and Advertising</li> <li>2. the basic concepts of advertising</li> <li>3. Market Research</li> <li>4. to understand the product and the environment</li> <li>5. Consumer Analysis</li> <li>6. advertising campaigns and strategy development</li> <li>7. advertising creative strategy</li> <li>8. advertising creative expression</li> <li>9. electronic and new media</li> <li>10. plane and outdoor media</li> <li>11. Media planning and buying</li> <li>12. Marketing Communications</li> <li>13. public relations and promotion</li> <li>14. Personal Selling and Direct Marketing</li> <li>15. Case Study</li> </ol>

尊重智慧財產權，請勿非法影印。