

南臺科技大學 105 學年度第 2 學期課程資訊

課程名稱	廣告管理專題
課程編碼	D0Q02401
系所代碼	0D
開課班級	碩專行流二甲
開課教師	黃識銘
學分	3.0
時數	3
上課節次地點	六 8 9 11 教室 T0212
必選修	選修
課程概述	<p>以行銷溝通觀點為基礎，引導學生對廣告研究之認識，進而提升其從事廣告企劃之實作能力。</p> <p>Comprehensive study of principal problems faced by advertisers and advertising agencies; policies and procedures used for solutions: evaluation and selection of advertising media; preparation of layout and copy for sound advertising performance.</p>
課程目標	<p>This course is designed to increase the student's ability to plan a advertising campaign. To assure such an achievement the course uses readings, lectures and discussions to help students:</p> <ol style="list-style-type: none"> 1.To understand the role of advertising in marketing and the promotional mix. 2.To identify the scientific and creative aspects of advertising as a business discipline. 3.To understand the relationship between marketing strategy, creative strategy, and media strategy. 4.To understand the structure, processes, techniques, and terms used in the working relationship between brands, agencies, and the media.
課程大綱	<ol style="list-style-type: none"> 1. 廣告管理概述 2. 廣告企劃 3. 消費者洞察 4. 溝通效果 5. 態度 6. 改變利益影響態度 7. 品牌情感聯結 8. 發展品牌人格 9. 營造社會規範 10. 誘發行動 11. 創意 12. 文案

	13.媒體 14.廣告計劃
英文大綱	1. The field of advertising management 2. Advertising planning 3. Consumer learning and perception 4. communication effects 5. Attitude 6. Changing benefit-based attitude 7. Associating feelings with the brand 8. Developing brand personality 9. Creating social norms 10. Precipitating action 11. Creative approaches 12. The art of copywriting 13. Media strategy and tactics 14. Advertising plans
教學方式	
評量方法	
指定用書	Introduction to Advertising, 廣告學
參考書籍	
先修科目	
教學資源	
注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	