



課 綱 Course Outline  
民族語言與傳播學系學士班

|  |   |                  |                    |  |     |
|--|---|------------------|--------------------|--|-----|
| 中文課程名稱<br>Course Name in Chinese               | 廣告策略與企劃   |                  |                    |  |     |
| 英文課程名稱<br>Course Name in English               | Advertising Strategy & Planning   |                  |                    |  |     |
| 科目代碼<br>Course Code                            | LCI_35800   | 班 別<br>Degree    | 學士班<br>Bachelor' s |  |     |
| 修別<br>Type                                     | 學程<br>Program   | 學分數<br>Credit(s) | 3.0                | 時 數<br>Hour(s)   | 3.0 |
| 先修課程<br>Prerequisite                           |   |                  |                    |  |     |
| 課程目標<br>Course Objectives                      |   |                  |                    |  |     |
| 課程目標為讓學生認識廣告基礎概念並知道廣告企劃流程，進而能發展廣告策略與撰寫完整廣告企劃書。 |   |                  |                    |  |     |
| 系教育目標<br>Dept.' s Education Objectives         |   |                  |                    |  |     |
| 1  | 培育增進原住民族語言文化傳承之人才。<br>To foster intellectuals with a broad understanding of Indigenous culture, history and languages.                                    |                  |                    |  |     |
| 2  | 培育兼具原住民族傳播理論與實踐知能之人才。<br>To foster intellectuals who master indigenous communication theory and community/social practice.                                |                  |                    |  |     |
| 3  | 培育具備多元文化認知及關懷之語言與傳播人才。<br>To foster intellectuals with an insightful perspective of multiculturalism, cultural pluralism and intercultural communication. |                  |                    |  |     |
| 系專業能力<br>Basic Learning Outcomes               |   |                  |                    | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |     |
| A  | 具備原住民族語言文化涵養及語文研究能力之基礎。<br>To acquire ability to appreciate indigenous languages/culture and to conduct cultural studies.                                 |                  |                    |  |     |
| B  | 具備原住民族語文應用能力。<br>To acquire ability to express indigenous language and culture.   |                  |                    |  |     |
| C  | 具備傳播理論及媒體實務能力。<br>To acquire ability to interpret communication theory and to engage media production.  |                  |                    |  | ●   |

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|---|---|---|
| D | 具備原住民族文化傳播及議題探討能力。<br>To acquire ability to debate key issues of indigenous cultural communication.                                   |   |
| E | 具備整合原住民族語文及傳播知能之實踐能力。<br>To acquire collaborative abilities to apply the knowledge of indigenous language, culture and communication. | ○ |

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱  
Course Outline

1. 廣告定義與產業介紹
2. 行銷概念與消費行為
3. 產品分析與品牌概說
4. 廣告企劃調查與策略
5. 廣告企劃與執行方法
6. 廣告媒體與媒體計畫
7. 廣告創意策略與執行
8. 廣告效果評估與方法

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

數位講桌與投影機

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

其他  
Miscellaneous