



課 綱 Course Outline
民族語言與傳播學系學士班

中文課程名稱 Course Name in Chinese	廣告策略與企劃				
英文課程名稱 Course Name in English	Advertising Strategy & Planning				
科目代碼 Course Code	LCI_35800	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 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 Dept.' s Education Objectives					
1	培育增進原住民族語言文化傳承之人才。 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。 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。 To foster intellectuals with an insightful perspective of multiculturalism, cultural pluralism and intercultural communication.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 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。 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。 To acquire ability to express indigenous language and culture.				
C	具備傳播理論及媒體實務能力。 To acquire ability to interpret communication theory and to engage media production.				●

D	具備原住民族文化傳播及議題探討能力。 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。 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