



# 課 綱 Course Outline

## 藝術創意產業學系碩士在職專班

中文課程名稱 Course Name in Chinese	展會策劃與實務專題				
英文課程名稱 Course Name in English	Exhibition Planning				
科目代碼 Course Code	ACI_5013Z	班 別 Degree	碩專班 Master' s program		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
1. 建立學生對展會策劃與執行的基礎知識和能力。 Establish students' fundamental knowledge and capabilities in exhibition planning and execution.					
2. 深入了解展會的企劃與執行策略，掌握展會策劃與實務的關鍵技能。 Gain in-depth understanding of the planning and execution strategies of exhibitions, and master the key skills of exhibition planning and practice.					
3. 探討展覽產業的現況、趨勢和發展潛力，了解國內外展會市場的運作模式與特點。 Explore the current situation, trends, and development potential of the exhibition industry, and understand the operating mode and characteristics of the domestic and international exhibition market.					
4. 訓練學生運用多元思維與跨界合作的能力，協同規劃與執行展會策略。 Train students to use diverse thinking and cross-disciplinary collaboration abilities, collaborate on planning and executing exhibition strategies.					
5. 鼓勵學生在實務上創新，發掘展會市場新商機，並將所學應用於實際展會的規劃與執行當中。 Encourage students to innovate in practice, explore new business opportunities in the exhibition market, and apply what they have learned to the planning and execution of actual exhibitions.					
系教育目標 Dept.' s Education Objectives					
1	培育藝術中介與管理實務人才。 Cultivate talent in arts mediation and management practices.				
2	研究藝術創意產業與市場 Research the creative arts industry and its market.				
3	創新與發展藝術創意產業。 Innovate and develop the creative arts industry.				

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	具備國際視野，並與世界藝術市場發展潮流接軌。 Possess an international perspective and align with global trends in the art market development.	
B	瞭解在地藝術與藝術市場的價值與多元性。 Understand the value and diversity of local art and the art market.	
C	分析全球藝術市場現況。 Analyze the current status of the global art market.	
D	研發藝術創新管理模式 Research and develop innovative management models for the art industry.	
E	強化藝術創作與產業實踐能力。 Enhance abilities in artistic creation and industry practice.	
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
1. 展覽規劃與策略 2. 展覽企劃書與執行計畫 3. 展覽空間設計與佈置 4. 展覽行銷與宣傳 5. 展覽後續管理與評估 1.Exhibition planning and strategy 2.Exhibition proposal and execution plan 3.Exhibition space design and layout 4.Exhibition marketing and promotion 5.Post-exhibition management and evaluation		
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.)		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
其他 Miscellaneous		