



課 綱 Course Outline
企業管理學系博士班經營管理國際組

中文課程名稱 Course Name in Chinese		廣告心理學			
英文課程名稱 Course Name in English		Psychology of Advertising			
科目代碼 Course Code		BM__D0130	班 別 Degree	博士班 Ph. D.	
修別 Type		選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)
先修課程 Prerequisite					
課程目標 Course Objectives					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之經營管理人才 To develop managerial talent with a global perspective.				
2	培養具知識整合能力之經營管理人才 To develop managerial talent with knowledge integration abilities.				
3	培養具先機掌握能力之經營管理人才 To develop managerial talent with initiative-seizing abilities.				
4	培養具人文素養之經營管理人才 To develop managerial talent with humanism quality.				
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	具備企業管理相關理論與應用的知識 Having knowledge of modern management theories and practices				
B	具備邏輯推演、獨立思考與問題解決的能力 Having capability of logical reasoning, independent thinking, and problem solving				
C	具備學研產官重要議題與趨勢掌握的國際觀 Having global perspective on key issues in academia, research, industry, and government				

D	具備專業與產業的倫理洞察力與堅持 Having insights and persistence of professional and industry ethics	
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
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		