

# 100-2 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 廣告學           | Serial No. / ID       | 0988 / IRM3017 |
| Dept.             | 人力資源暨公共關係學系   | School System / Class | 大學日間部3年1班      |
| Lecturer          | 汪睿祥           | Full or Part-time     | 專任             |
| Required / Credit | Optinal / 3   | Graduate Class        | No             |
| Time / Place      | (三)234 / B401 | Language              | Chinese        |

| Introduction  |
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| <p>The Curriculum of HRPR is divided three stage: Basic, Advanced, and Practical. the advanced courses has two auxiliaries ,Communication and Relations management. This course is one of the organization communication courses.</p> <p>subject:</p> <p>Advertisement planning, developing and producing.</p> <p>Goal:</p> <p>Cultivating the student ' s abilities of relations management.</p> <p>Promoting the student ' s professional knowledge of marketing PR.</p> <p>Training the students to operate and practice conceptions.</p> <p>Helping student to establish enterprise ethic conscience.</p> |

| Outline   |
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| <ol style="list-style-type: none"> <li>1. Marketing and Advertisement</li> <li>2. Basic concept of advertisement</li> <li>3. Market survey</li> <li>4. Product and environment</li> <li>5. Consumer analysis</li> <li>6. Campaign and strategy</li> <li>7. Creative strategy</li> <li>8. Creative execution</li> <li>9. Electronic media</li> <li>10. Press media</li> <li>11. Media planning</li> <li>12. Marketing communication</li> <li>13. Public relations and promotion</li> <li>14. Direct marketing</li> </ol> |

| Prerequisite |
|--------------|
| none         |