

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	廣告企劃	Serial No. / ID	2902 / BAB4005
Dept.	企業管理學系	School System / Class	進修學士班4年1班
Lecturer	龐志龍	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)ABC / B309	Language	Chinese

Introduction
Aims to educate students to understand the product advertising, and strengthen the importance of branding and advertising strategies and advertising copy are familiar with the design and planning, so that students understand the relationship between advertising and the media, and thus be able to write a book about the products, advertising planning.

Outline
1 Advertising and Marketing 2 Advertising and Consumer 3 Advertising and Product 4 campaign strategy and planning 5 c r e a t e i v e strategies 6 Advertising and Media 7 Media Planning 8 ads feature writing essentials 9 Integrated Marketing

Prerequisite
Students taking this course, you must read the pre advertising and product marketing and other related books, it is recommended that colleges and universities more than third grade students attend.