

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	廣告學	Serial No. / ID	2541 / IBB1028
Dept.	國際企業管理學系	School System / Class	進修學士班3年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(四)ABC / B404	Language	Chinese

Introduction
A study of the theoretical foundations and the process of developing advertising and promotional strategy; methods of utilizing research data for developing and evaluating advertising strategy.

Outline
<ul style="list-style-type: none"> A. Role of advertising in society B. The Evolution of Advertising C. Advertising and Consumer Behavior D. Ethics and social responsibility E. Social, and Regulatory Aspects of Advertising F. Advertising and the marketing mix G. Planning and Strategy H. Advertising research I. Media strategy in print, broadcast, out-of-home, and interactive media J. Creative Strategy and the Creative Process K. Creative aspects of advertising in print, broadcast, out-of-home, and interactive media L. Direct -Response advertising M. Interactive, Direct Mail & Out of Home Media N. Promotions O. Public Relations P. Developing an integrated advertising campaign

Prerequisite
Marketing Management