

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際廣告管理	Serial No. / ID	1507 / IBM4047
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	張永誠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)56 / B506 (二)9 / B506	Language	Chinese

Introduction
1.Introduction Basic Knowledge of Advertising 2.Understanding International Advertising on Relative Factors 3.Course content include:A. core competence of the college of management(SCEP) B.Educational objectives and characteristics of IBM 4.Case study

Outline
1.what is Ad. 2.evolution of Ad. 3.Ad. & marketing 4.Ad. & communication 5.Ad. & media 6.Ad. & ethics 7.international Ad. management 8.international Ad. plan 9.Ad. implementation 10.Ad. plan 11.measure Ad. effect 12.integrated marketing communications 13.international commercial film appreciate 14.case study 15.case study 16.case study 17.case study 18.final-term test

Prerequisite
principle of marketing