

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	廣告學	Serial No. / ID	1663 / IRM3017
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年2班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(二)4 / B202 (四)12 / B202	Language	Chinese

Introduction
<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: Advertisement planning, developing and producing.</p> <p>Goal: Cultivating the student ' s abilities of relations management. Promoting the student ' s professional knowledge of marketing PR. Training the students to operate and practice conceptions. Helping student to establish enterprise ethic conscience.</p>

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

Prerequisite
none