

廣告策略 *Advertising Strategy*

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I. 介紹：本課程訓練有興趣於探討廣告、行銷管理或企劃等領域者。廣告不僅應用於一般營利企業，亦用於非營利事業，如政黨政治行銷、選舉、社會行銷等。本課程訓練學生分析、評估各種的廣告決策。授課內容從廣告的起源、廣告的企劃、廣告的目標行銷、廣告商及管理，到電視、雜誌、戶外廣告等的使用，廣告文案、設計等，期使學生能有堅實的訓練。

II. 評分：上課鼓勵發言討論。Case及上課討論佔 50%，考試 50% (暫訂)

III. Ref: J. Russell & W. Lane -- Kleppner's Advertising Procedure

D. Aaker, R. Batra & J. Myers --Advertising Management

J. Engel-- Promotional Strategy

George Belch --Introduction to Advertisement & Promotion: An Integrated Marketing Communications Perspective

IV. 內容: 1. Introduction : Background of Today's Advertising

2. Roles of Advertising

3. The Advertising Spiral & Brand Planning

4. Associating Feelings with the Brand

5. Developing the Brand Personality

6. Creative Approaches

7. Target Marketing in Advertising

8. Research in Advertising

9. Creating the Copy

10. The Advertising Agency, Media Services & Other Services

11. The Advertiser's Marketing/Advertising Operation

12. Basic Media Strategy

13. Using Television

14. Using Radio

15. Using Newspapers

16. Using Magazines

17. Out-of-Home Advertising

18. Direct-Response & Direct-Mail Advertising

19. Sales Promotion