

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	ENGLISH FOR ADVERTISING	Instructor	YA-CHIEN HUANG
Course Class	TPAXB2A DEPARTMENT OF ENGLISH LANGUAGE AND CULTURE, 2A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To Develop Students' Abilities of English Language and Communication.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. To Have the Ability of Communicating in English. B. To Have the Ability of Applying Practical English. C. To Have the Ability of Solving Questions. D. To Have the Ability of Analyzing Data. E. To Have the Ability of Understanding Culture. F. To Have the Ability of Teamwork. 			
Course Introduction	<p>Advertising is changing fast in order to hold its own in an ever-changing media landscape. The traditional channels simply won't reach some target audiences. Instead, advertisers develop customized and project-oriented campaigns to best communicate with consumers. However, the expansion of consumer society also breeds an anti-advertisement voice. Against this backdrop, this course is designed to fulfill two aims: 1) introducing the idea and importance of integrated marketing and 2) train students to critically examine advertisement and understand its social impacts.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying, C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation, P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing, A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	analyze language used in advertisement	P4	D
2	understand the issues regarding different advertising channels	P3	CD
3	able to critically examine an advertisement	P3	DE
4	able to produce an advertisement and anti-advertisement	P4	ABEF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	analyze language used in advertisement	Lecture, Discussion, Appreciation	Report, Participation
2	understand the issues regarding different advertising channels	Lecture, Discussion	Written test, Report, Participation
3	able to critically examine an advertisement	Lecture, Discussion, Appreciation, Practicum	Written test, Report, Participation
4	able to produce an advertisement and anti-advertisement	Lecture, Discussion, Appreciation, Practicum	Written test, Practicum, Report, Participation

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This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/02/17 ~ 103/02/23	introduction	
2	103/02/24 ~ 103/03/02	advertisement in TV and newspapers	
3	103/03/03 ~ 103/03/09	public relations	
4	103/03/10 ~ 103/03/16	guerrilla advertising	
5	103/03/17 ~ 103/03/23	social network advertising	
6	103/03/24 ~ 103/03/30	other forms of marketing and advertising	
7	103/03/31 ~ 103/04/06	Spring holiday	
8	103/04/07 ~ 103/04/13	integrated marketing	
9	103/04/14 ~ 103/04/20	group presentation	
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	semiotics	
12	103/05/05 ~ 103/05/11	semiotics	

13	103/05/12 ~ 103/05/18	semiotics	
14	103/05/19 ~ 103/05/25	persuasive language 1	
15	103/05/26 ~ 103/06/01	persuasive language 2	
16	103/06/02 ~ 103/06/08	cultural jamming	
17	103/06/09 ~ 103/06/15	group presentation	
18	103/06/16 ~ 103/06/22	Final Exam Week	
Requirement			
Teaching Facility	Computer		
Textbook(s)			
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other <presentation> : 20.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		