

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	政治行銷				
英文課程名稱 Course Name in English	Political Marketing				
科目代碼 Course Code	PA31D			班別 Degree	<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite	政治學 Politics				
課程描述 Course Deacription					
<p>政治行銷在台灣這是一個新的研究領域，如何針對候選人、行政首長、政黨的政見與政策透過行銷過程，讓支持度知名度、政績得到民眾正面評價，是研究重點。針對報紙、電視、廣播、網路、廣告進行深度探討，在資源有限的情況下，得到委託人最大正面市場的形象與效度分析。</p> <p>Political Marketing is a new research area in Taiwan. The development and effective implementation of political marketing strategy is a pre-requisite to enhancing political performance. Developed as a cohesive framework of analysis, this course prepares students for a better understanding how the candidates, politicians and party issues get the positive evaluation from mass society, as well as how a client with a set of media tools for evaluating and setting a plan of action to get the most efficacy from political marketing.</p>					
課程目標 Course Objectives					
<p>透過對政治行銷的研究，與國內外選舉的實例、分析，增進學生對課程的瞭解與掌握。</p> <p>The objective of this course is to:</p> <ul style="list-style-type: none"> ● Provide students a basic understanding of the strategic and managerial issues in formulating and implementing political marketing. ● Build the concept of political marketing and learn the importance of political marketing. ● Provide the practice of cases, concepts and theories necessary to make and execute effective strategic political marketing decisions. 					

教育目標 Education Objectives		
1	培養各級政府行政管理之人才	
2	培養參與各類公共事務及關懷社會弱勢之現代公民	
3	培養具全球視野與處理兩岸事務能力之人才	
4	培育兼具理性思考與行動能力之人才	
核心能力（專業能力） Learning Outcomes (Basic Learning Outcomes)		課程目標與基本素養 與核心能力相關性 Correlation between Course Objectives and learning Outcomes
A	政策規劃與政策分析能力 (ability of policy planning and analysis)	★
B	公民參與及意見彙整能力(ability of civic participation)	◎
C	專業活動規劃與控管能力(ability of formulating and implementing political marketing)	★
D	溝通協調與團隊合作能力 (ability of communicating and team working)	◎
E	應變處理與問題解決能力	
F	地方發展與全球事務解析能力	
圖示說明：Illustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated		
課程綱要 Course Outline		
<ul style="list-style-type: none"> ● 行銷 Marketing ● 政治行銷 Political Marketing ● 媒體 Media <ul style="list-style-type: none"> ■ 報章雜誌 Newspaper and Magazine ■ 廣播 Broadcasting ■ 電視 TV ■ 網路 Internet ● 個人行銷 Individual Marketing ● 政黨行銷 Party Marketing ● 特定議題行銷 Specific Issue Marketing ● 兩岸行銷 Cross-Strait Marketing ● 國際行銷 International Marketing 		
資源需求評估（師資專長之聘任、儀器設備配合...等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
<p>需要有媒體參訪的活動與委託人的現身說法。 Media visits and guest-speakers seminars</p>		

課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

學生需課前充份閱讀資料，積極討論。

Students have to be well-prepared in advance of class and participate in class discussion.

其他

Miscellaneous

無 none