

# 明志科技大學 111 學年度 1 學期全英文教學課程申請表

申請日期：111 年 07 月 13 日

開課名稱	行銷設計趨勢導讀 Hot Issues in Marketing Design Trends	開課班級	行設學程一下
授課教師	林金祥	任職系所	視傳系
課程學分	1	課程類別	<input type="checkbox"/> 必修 <input checked="" type="checkbox"/> 選修
課程介紹 (請以英文介紹)	<p>In order to introduce the most up-to-date issues and trends in marketing design field, relative websites and articles will be handed out to students.</p> <p>Additionally, English will be used as a medium in the instruction. Due to the various level of language efficiency, both Mandarin Chinese and English are allowed for students to hand in their assignment while English is encouraged to use in class.</p>		
教學目標	<ol style="list-style-type: none"> <li>1. To call attention to the new trends of marketing strategies and design approaches around the world.</li> <li>2. To broaden up students' view in the marketing design field. To have students to get used to use English in academic environment.</li> </ol>		
參考書籍	Course packet provided by the instructor.		
審查結果			
申請教師	系所主任	院長	
承辦人員	課務組組長	教務長	