

國立台灣科技大學 114學年 第2學期 課程大綱

Spring 2026 NTUST Course Outline

授課教師：徐碧霞

Instructor: Pihsia Hsu

課程名稱：商業品牌故事
力：英語口說訓練

Course Title : Business Storytelling-
English Speaking

2026/5/6

<p>課程代號： BA2112302 Course Code 學分數： 2 Credits</p>	<p>必選修：必修/半學年 Required/Elective: Required/Half Yr. 先修課程： Prerequisites</p>
<p>節次教室： F3(T4-403) F4(T4-403) Time/Location</p>	
<p>專業核心能力： 以行動解決問題的能力, 故事行銷設計的能力, 英語口說的能力 Core Professional Competencies</p>	
<p>課程網址： Course Website</p>	
<p>課程宗旨： This course is designed to provide students with opportunities to apply marketing strategies combined with English storytelling techniques in real contexts. Through different in-class activities and authentic projects, this course aims at Course Objectives (1) introducing storytelling techniques to inspire, influence, and persuade people (2) improving their English oral proficiency such as structures, pronunciation, fluency, etc.</p>	
<p>課程大綱： The specific course objectives are Outline of Lectures (1) to learn through successful examples of brand stories or product stories (2) to practice English oral reading, and reading fluency (3) to learn important elements in successful stories and storytelling techniques (4) to design stories for products by combining English skills, marketing strategies and storytelling techniques Class activities will focus on achieving the objectives above.</p>	
<p>授課方式： 講授 Lecture：30% Method of Instruction 分組討論 Group discussion：20% 案例研討 Case study：20% 操做練習 Practical exercises：30% 講授 Lecture：%</p>	
<p>教科書： No textbook is required. Textbooks</p>	
<p>參考書目： References</p>	

Gallo, Carmine. (2015). Talk Like TED: the 9 public speaking secrets of the top minds. St. Martin's Griffin.

ISBN-10: 1250061539

ISBN-13: 978-1250061539

Simmons, Annette. (2009) The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling.

ISBN 9780465078073

修課須知：

Notice

評量方式： Attendance 10 %

Grading In-class Participation 15%

o Give examples

o Reflect on the reading

homework and quizzes 15%

o reading-aloud assignments and others

3 of these mini-projects 60%

o Storytelling in Marketing and Sales

o Telling a Personal Story

o Audio guide

備註說明： The class will be conducted in English. Students are expected to participate actively and engage in discussion in English.

Notes