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

2026/11/3

課程代號： BA2112303 Course Code 學分數： 2 Credits	必選修：必修/半學年 Required/Electve:Required/Half Yr. 先修課程： Prerequisites
節次教室： F1(T4-403) F2(T4-403) Time/Location	
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	
課程網址： Course Website	
課程宗旨： Course Objectives	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 (1) introducing storytelling techniques to inspire, influence, and persuade people (2) improving their English oral proficiency such as structures, pronunciation, fluency, etc.
課程大綱： Outline of Lectures	The specific course objectives are (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.
授課方式： Method of Instruction	講授 Lecture：30% 分組討論 Group discussion：20% 案例研討 Case study：20% 操做練習 Practical exercises：30% 講授 Lecture：%
教科書： Textbooks	No textbook is required.
參考書目： References	

	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： Grading	Attendance 10 % 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： Notes	The class will be conducted in English. Students are expected to participate actively and engage in discussion in English.