

111年1月18日110學年度第1學期第1次課程發展委員會議審議通過

114年1月23日113學年度第1學期第1次課程發展委員會議修訂通過

選 別	屬性	第一學年				第二學年				第三學年				第四學年							
		科目名稱		第一學期		第二學期		科目名稱		第一學期		第二學期		科目名稱		第一學期		第二學期			
				學分	時數	學分	時數			學分	時數	學分	時數			學分	時數	學分	時數	學分	時數
必修	基礎 通識	國文	2	2	2	2	進階英文	2	2												
		基礎英文	2	2	2	2															
		台灣歷史與文化	2	2			職場倫理與工作態度	2	2												
		法律與生活			2	2	資訊素養與倫理			2	2										
		網際網路應用			2	2															
	院 共同	溝通技巧	2	2			管理學	2	2												
		跨文化溝通			2	2	商業套裝軟體*			2	2										
	專業 課程	影像設計*	3	3			數位後製作*	3	3			企劃與提案	3	3			專題研究*	1	1		
		基礎攝影*	3	3			電子商務*	3	3												
		行銷管理	2	2			創意文案	3	3												
		腳本企劃			3	3	新媒體內容製作*			3	3	整合行銷傳播			3	3					
		圖文傳播*			3	3	直播應用*			3	3	專題研究*			1	1					
		資訊傳播			2	2	資料分析與應用*			3	3										
	小 計			16	16	18	18		15	15	13	13		3	3	4	4		1	1	0
選修	專業 選修	多媒體簡報技巧與實務*	2	2			數位音效剪輯*	3	3			網頁設計*	3	3			社群行銷*	3	3		
		消費者行為			2	2	網站建置與管理*	3	3			互動展示與行銷	3	3			口語表達	3	3		
							攝影棚實務*			3	3	通路策略與管理	3	3			作品集設計與製作*	3	3		
							物流管理			3	3	顧客關係管理	3	3			電子商務實務*	3	3		
							創意廣告製作*			3	3	APP程式設計	3	3			新媒體操作實務*			3	3
												產品規劃與管理	3	3			跨境電商*			3	3
												行動商務*			3	3	專題展示與行銷企劃*			3	3
												創意商品設計*			3	3	創業管理			3	3
												大數據行銷*			3	3					
												網紅行銷*			3	3					
	學期校外 實習											學期校外實習(一)	4	17			學期校外實習(三)	4	17		
												學期校外實習(二)			5	20	學期校外實習(四)			5	20
	小 計			2	2	2	2		3	3	6	6		12	12	9	9		9	9	9
合 計			18	18	20	20		18	18	19	19		15	15	13	13		10	10	9	9

必選 博雅通識：由通識教育中心開課分4類共8學分，學生畢業前至少須取得各類2學分。

* 英檢英文於二年級下學期開設，為必修1學分2小時。

體育：一年級為必修課程(第一學期與第二學期均為0學分2小時)，二、三、四年級為選修課程。

* 學生畢業學分數規定：至少需取得128學分方可畢業，其中包括必修71學分(基礎通識20、英檢英文1、專業課程50)，必選8學分(博雅通識)，選修49學分(系上專業選修至少36學分)。

* 校外實習課程時數依本校「學生校外實習作業要點」以及教育部規定實施。

* 畢業學分中校外實習學分至多承認18學分

* 課程名稱後加註「*」者為實作課程。

* 選修課程小計是指當學期應開之最低學分/時數。

2022Academic Year

Four-Years Program Curriculum Planning Table of Kao Yuan

Department of Information Communication and Marketing

It was reviewed and approved by the 1st Curriculum Development Committee of the 1st semester of the 2021 academic year on January 18, 2022.
Amended by the 1st Curriculum Committee of the Business & Management College for the 1st Semester of the 113th Academic Year on January 23, 2025.

Subject	Category	First year				Second year				Third year				Fourth year								
		Course Name		1st Sem.		2nd Sem.		Course Name		1st Sem.		2nd Sem.		Course Name		1st Sem.		2nd Sem.				
				Credit	Hour	Credit	Hour			Credit	Hour	Credit	Hour			Credit	Hour	Credit	Hour	Credit	Hour	
Required Subject	Basic general	CHINESE	2	2	2	2	ADVANCED ENGLISH	2	2													
		BASIC ENGLISH	2	2	2	2																
		HISTORY AND CULTURE OF TAIWANN)	2	2			WORKPLACE ETHICS AND WORKING ATTITUDES	2	2													
		LAW AND LIFE				2	2	INFORMATION LITERACY AND ETHICS			2	2										
	Common for College	THE APPLICATIONS OF INTERNET				2	2															
		COMMUNICATION SKILL	2	2			MANAGEMENT	2	2													
		CROSS-CULTURAL COMMUNICATION				2	2	BUSINESS SOFTWARE PACKAGES*				2	2									
	Professional Courses	PHOTO DESIGN*	3	3			POSTPRODUCTION*	3	3			PLANNING AND PROPOSAL PRACTICE	3	3			PROJECT ON INFORMATION MANAGEMENT*	1	1			
		BASIC PHOTOGRAPHY*	3	3			ELECTRONIC COMMERCE*	3	3													
		MARKETING MANAGEMENT	2	2			THE PRACTICE OF COPYWRITING	3	3													
		SCRIPT PLANNING				3	3	NEW MEDIA CONTENT AND PRODUCTION*			3	3	MARKETING COMMUNICATION INTEGRATION			3	3					
		GRAPHIC COMMUNICATION*				3	3	THE APPLICATION OF TELECAST*			3	3	PROJECT ON INFORMATION MANAGEMENT*			1	1					
		INFORMATION COMMUNICATION				2	2	INFORMATION ANALYSIS AND APPLICATION*			3	3										
Subtotal			16	16	18	18		15	15	13	13		3	3	4	4		1	1	0	0	
Elective Subject	Professional Courses	MULTIMEDIA PRESENTATION & PRACTICE*	2	2			DIGITAL AUDIO EDITING*	3	3			WEB PAGE DESIGN*	3	3			SOCIAL MARKETING*	3	3			
		CONSUMER BEHAVIOR				2	2	WEB SITE DESIGN AND MANAGEMENT*	3	3			INTERACTIVE DISPLAY AND MARKETING	3	3			SPEECH SKILLS	3	3		
							STUDIO PROGRAM PRODUCTION*			3	3	CHANNEL STRATEGY AND MANAGEMENT	3	3			PORTFOLIO PRODUCTION AND DESIGN*	3	3			
							LOGISTICS MANAGEMENT			3	3	CUSTOMER RELATIONSHIP MANAGEMENT	3	3			E-COMMERCE PRACTICE*	3	3			
							ADVERTISING PLANNING AND PRODUCTION*			3	3	APP INVENTOR PROGRAMMING	3	3			NEW MEDIA OPERATION PRACTICE*			3	3	
												PRODUCT PLANNING AND MANAGEMENT	3	3			CROSS-BORDER E-COMMERCE*			3	3	
												MOBILE BUSINESS*			3	3	SALES & PLANNING OF PROJECT EXHIBITION*			3	3	
												CREATIVE PRODUCTS DESIGN*			3	3	ENTREPRENEURSHIP MANAGEMENT*			3	3	
												THE BIG DATA MARKETING*			3	3						
											NFLUENCER MARKETING*			3	3							
	INTERNSHIP PROGRAM											INTERNSHIP PROGRAM(1)	4	17			INTERNSHIP PROGRAM(3)	4	17			
												INTERNSHIP PROGRAM(2)			5	20	INTERNSHIP PROGRAM(4)			5	20	
	Subtotal			2	2	2	2		3	3	6	6		12	12	9	9		9	9	9	9
Total			18	18	20	20		18	18	19	19		15	15	13	13		10	10	9	9	
* Liberal Arts: Courses offered by the General Education Center are divided into 4 categories with a total of 8 credits. Students must obtain at least 2 credits in each category before graduation. *																						
* "English for Proficiency Tests" will be offered in the second semester of the second grade, and it is a required course of 1 credit and 2 hours.																						
* Physical education: the first grade is a required course (the first and second semesters are 0 credit and 2 hours), and the second, third and fourth grades are elective courses.																						
* Regulations on the number of credits for students to graduate: at least 128 credits are required to graduate , including71credits for required courses(Basic General Studies20 、English Examination1 、 professional courses50) 、 8required credits (Liberal General Studies) 、 49 elective credits (At least36 credits of major electives in the department).																						
* The hours of off-campus internship courses are implemented in accordance with the school's "Off-Campus Internship Guidelines for Students" and the regulations of the Ministry of Education.																						
* A maximum of 18 credits are recognized for off-campus internship credits in graduation credits																						
* Courses marked with "*" after the course name are practical courses																						

* The elective course subtotal refers to the minimum number of credits/hours that should be offered in the semester.