

110學年度

高苑科技大學四技日間部課程規劃表

資訊傳播與行銷系

110年4月22日109學年度第2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			互動展示與行銷	3	3			專題研究*	1	1		
		資訊傳播與行銷	3	3			電子商務*	3	3			通路策略與管理	3	3			展示設計*		1		
		腳本企劃			3	3	網路媒體採訪編輯*			3	3	整合行銷傳播			3	3					
		圖文傳播*			3	3	APP程式設計*			3	3	專題研究*			1	1					
小計			14	14	16	16		12	12	10	10		6	6	4	4		1	1	1	1
選修	專業選修	基礎攝影*	3	3			模型製作*	3	3			資料分析與應用*	3	3			社群行銷*	3	3		
		口語表達與溝通技巧	3	3			創意文案	3	3			企劃與提案	3	3			傳播行銷個案研討	3	3		
		多媒體簡報技巧與實務*			2	2	數位音效剪輯*	3	3			直播應用*	3	3			財務報表分析	3	3		
		消費者行為			2	2	網站建置與管理*	3	3			顧客關係管理	3	3			跨境電商*	3	3		
							語言表達訓練	2	2			行動商務*			3	3	公共關係管理			3	3
							攝影棚實務*			3	3	創意商品設計*			3	3	作品集設計與製作*			3	3
							物流管理			3	3	人工智慧與大數據行銷			3	3	專題展示與行銷企劃*			3	3
							創意廣告製作*			3	3	多媒體資料庫設計*			3	3	創業管理			3	3
							網頁設計*			3	3	媒體永續發展			2	2					
							語言表達實務			2	2	華人文化傳播			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			3	3	2	2		5	5	8	8		9	9	11	11		9	9	9
合計			17	17	18	18		17	17	18	18		15	15	15	15		10	10	10	10

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65學分(基礎通識20、英檢英文1、專業課程44)，必選8學分(博雅通識)，選修55學分(系上專業選修至少40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。

2021 Academic 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 2nd semester of the 2020 academic year on April 22, 2021
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. Credit Hour	2nd Sem. Credit Hour	Course Name		1st Sem. Credit Hour	2nd Sem. Credit Hour	Course Name		1st Sem. Credit Hour	2nd Sem. Credit Hour	Course Name		1st Sem. Credit Hour	2nd Sem. 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 TAIWAN	2	2			WORKPLACE ETHICS AND WORKING ATTITUDES	2	2													
		LAW AND LIFE			2	2	INFORMATION LITERACY AND ETHICS			2	2											
		THE APPLICATIONS OF INTERNET			2	2																
	Common for College	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			INTERACTIVE DISPLAY AND MARKETING	3	3			PROJECT ON INFORMATION MANAGEMENT*	1	1			
		INFORMATION COMMUNICATION AND MARKETING	3	3			ELECTRONIC COMMERCE*	3	3			CHANNEL STRATEGY AND MANAGEMENT	3	3			EXHIBITION DESIGN*		1	1		
		SCRIPT PLANNING			3	3	ONLINE MEDIA INTERVIEW EDITOR*			3	3	MARKETING COMMUNICATION INTEGRATION			3	3						
		GRAPHIC COMMUNICATION*			3	3	APP INVENTOR PROGRAMMING*			3	3	PROJECT ON INFORMATION MANAGEMENT*			1	1						
	Subtotal			14	14	16	16		12	12	10	10		6	6	4	4		1	1	1	1
Elective Subject	Professional Courses	BASIC PHOTOGRAPHY*	3	3			MODEL DESIGN*	3	3			APPLIED DATA ANALYSIS*	3	3			SOCIAL MARKETING*	3	3			
		COMMUNICATION AND SPEECH TRAINING	3	3			THE PRACTICE OF COPYWRITING*	3	3			PLANNING AND PROPOSAL PRACTICE	3	3			CASE STUDY OF COMMUNICATION AND MARKETING	3	3			
		MULTIMEDIA PRESENTATION & PRACTICE*			2	2	DIGITAL AUDIO EDITING*	3	3			THE APPLICATION OF TELECAST*	3	3			FINANCIAL STATEMENT ANALYSIS	3	3			
		CONSUMER BEHAVIOR			2	2	WEB SITE DESIGN AND MANAGEMENT	3	3			CUSTOMER RELATIONSHIP MANAGEMENT	3	3			CROSS-BORDER E-COMMERCE*	3	3			
						LANGUAGE AND EXPRESSION TRAINING	2	2			MOBILE BUSINESS*			3	3			PUBLIC RELATIONS MANAGEMENT			3	3
						STUDIO PROGRAM PRODUCTION*			3	3	CREATIVE PRODUCTS DESIGN*			3	3			PORTFOLIO DESIGN AND PRODUCTION*			3	3
						LOGISTICS MANAGEMENT			3	3	ARTIFICIAL INTELLIGENCE AND BIG DATA			3	3			SALES & PLANNING OF PROJECT EXHIBITION*			3	3
						ADVERTISING PLANNING AND PRODUCTION*			3	3	MULTIMEDIA DATABASE*			3	3			ENTREPRENEURIAL MANAGEMENT			3	3
						WEB PAGE DESIGN*			3	3	Media for Sustainable Development			2	2							
					LANGUAGE PRACTICE			2	2	Chinese cultural communication			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			3	3	2	2		5	5	8	8		9	9	11	11		9	9	9	9	
Total			17	17	18	18		17	17	18	18		15	15	15	15		10	10	10	10	
* 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 , including62credits for required courses(Basic General Studies20 + English Examination1 + professional courses41) + 8required credits (Liberal General Studies) + 58elective credits (At least45 credits of major courses)																						
* 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.