

113年3月20日112學年度第2學期第1次課程發展委員會會議審議通過

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	法律與生活	2	2												
		永續發展概論#	2	2																	
		台灣歷史與文化	2	2																	
		職場倫理與工作態度			2	2															
		智慧轉型概論#			2	2															
	院 共同	溝通技巧	2	2			企業數位轉型#	2	2			企業趨勢論壇#	2	2							
		跨文化溝通			2	2	企業永續經營#			2	2										
	專業 課程	採訪與寫作	2	2			腳本與分鏡*	3	3			整合行銷傳播	2	2							
		基礎攝影*	3	3			廣告實務	2	2							學期校外實習(一)	9	38			
		行銷學	2	2			口語傳播	3	3												
		傳播學			2	2	專案撰寫			3	3	媒體永續發展#			2	2					
		文案寫作			3	3	數位後製作*			3	3	大數據分析與應用#			3	3					
		消費者研究			3	3	品牌管理實務			2	2	專題研究*	1	1							
							行銷企劃與提案*			3	3	專題研究*			1	1					
小 計			17	17	18	18		14	14	13	13		5	5	6	6		9	38	0	0
選修	媒體傳播	影像閱讀			2	2	新媒體內容製作*	3	3			媒體素養與倫理#	2	2			媒體監測*	3	3		
		數位行銷概論	2	2			媒介與社會	2	2			影片製作*	3	3			影像行銷*	3	3		
							數位廣播與音效*			2	2	專題報導*			2	2	新媒體實務操作*			3	3
												創意廣告製作*			3	3	媒體實務*			3	3
												攝影棚實務*			3	3					
	行銷公開	市場調查	2	2			策略行銷*	3	3			電子商務#*	2	2			服務行銷	2	2		
		多媒體簡報技巧與實務*			2	2	通路策略與管理			2	2	公開個案研究	2	2			電子商務行銷實務*	3	3		
							公共關係管理			2	2	定價策略	3	3			自媒體行銷*			3	3
							行動裝置程式開發	3	3			網紅行銷*	3	3			活動企劃與實務*			3	3
												行銷科技*			2	2	財務報表分析	2	2		
												媒體企劃與購買*			2	2	創業管理			2	2
												互動展示與行銷*			3	3					
	學期校外實習																學期校外實習(二)			9	38
小 計			4	4	2	2		6	6	4	4		10	10	8	8		9	9	6	6
合 計			21	21	20	20		20	20	17	17		15	15	14	14		18	47	6	6

必選 博雅通識：由通識教育中心開課分3類共6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：一年級第一學期為必修2學分2小時；一年級第二學期為選修2學分2小時。

* 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85學分(基礎通識20、英檢英文1、體育2、院共同10、專業課程52)，必選6學分(博雅通識)，選修37學分(系上專業選修至少33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

* 選修課程小計是指當學期應開之最低學分/時數。

* 【課程名稱後加註「*」者為實作課程。#智慧轉型與永續發展相關課程。】

總開課學分數：140128

Reviewed and approved by the 1st Curriculum Development Committee for the 2nd Semester of the 112th Academic Year on March 20, 2024.

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	Caterogy	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 Education	Chinese	2	2	2	2	Advanced English	2	2												
		Basic English	2	2	2	2	Law and Life	2	2												
		Introduction to Sustainable Development#	2	2																	
		History and Culture Of Taiwan	2	2																	
		Workplace Ethics and Working Attitudes			2	2															
		Introduction to Digital Transformation#			2	2															
	Common for College	Communication Skill	2	2			Business Digital Transformation#	2	2			Business Trend Forum#	2	2							
		Cross Culture Communication			2	2	Sustainable Business Operations#			2	2										
	Professional Courses	Reporting and Writing	2	2			Script and Storyboard*	3	3			Integrated Marketing Communications	2	2							
		Basic photography*	3	3			Advertising Practice	2	2						Internship Program(1)	9	38				
		Marketing	2	2			Oral Communication	3	3												
		Communication			2	2	Project Writing			3	3	Media for Sustainable Development#			2	2					
		Copywriting			3	3	Postproduction*			3	3	Analysis and Application of Big Data#			3	3					
		Consumer Research			3	3	Brand Management Practice			2	2	Special Studies*	1	1							
							Marketing Planning and Proposing*			3	3	Special Studies*			1	1					
	Subtotal			17	17	18	18		14	14	13	13		5	5	6	6		9	38	0
Elective Subject	Media Communication	Image Reading			2	2	New Media Content Production*	3	3			Media Literacy and Ethics#	2	2			Media Monitoring*	3	3		
		Introduction to Digital Marketing	2	2			Media and Society	2	2			Video Production*	3	3			Image Marketing*	3	3		
						Digital Broadcasting and Sound Effects*			2	2	Special Report*			2	2		New Media Practical Operation*			3	3
											Advertising Planning and Production*			3	3		Media Practice*			3	3
											Studio Program Production*			3	3						
	Marketing PR	Market Research	2	2			Strategic Marketing*	3	3			Electronic Commerce#*	2	2			Service Marketing	2	2		
		Multimedia Presentation & Practice*			2	2	Channel Strategy and Management			2	2	PR Case Studies	2	2			E-commerce Marketing Practice*	3	3		
						Public Relations Management			2	2	Pricing Strategy	3	3			Self-media Marketing*			3	3	
						Mobile device program development	3	3			Internet celebrity marketing*	3	3			Event Planning and Practice*			3	3	
											Marketing Technology*			2	2	Financial Statement Analysis	2	2			
											Media Planning and Buying*			2	2	Entrepreneurship Management			2	2	
											Interactive display and marketing*			3	3						
	Internship Program																Internship Program(2)			9	38
Subtotal			4	4	2	2		6	6	4	4		10	10	8	8		9	9	6	6
Total			21	21	20	20		20	20	17	17		15	15	14	14		18	47	6	6

* Liberal Arts: Courses offered by the General Education Center are divided into 3 categories with a total of 6 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 semester are 2 credit and 2 hours), and the second semester is a 2 credit and 2 hours elective course.

* Labor education: the first grade is a compulsory course (the first semester and the second semester are both 0 credit and 2 hours).

* Regulations on the number of credits for students to graduate: at least 128 credits are required to graduate, including 85 credits for required courses (Basic General Studies 20, PE 2, Common College 10, English for Proficiency Tests 1, professional courses 52), 6 required credits (Liberal General Studies), and 37 elective credits (At least 33 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

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

* Courses marked with "*" after the course name are practical courses.* Courses marked with "#" after the course name are Digital Transformation \$ ESG courses.