

中臺科技大學大學部四年制進修部行銷管理系115學年度入學課程標準表
Central Taiwan University of Science and Technology Undergraduate 4-Year Nighttime Program Department of Marketing
Management Curriculum Standards for the 115th Academic Year

1150209系課程委員會會議通過
 1150312院課程委員會會議通過
 1150401校課程委員會會議通過

學年 Academic Year	科目 Course	學分數 Credits	時數 Teaching hours	上學期 First Semester		下學期 Second Semester		備註 Remarks
				授課 Teaching	實習 Internship	授課 Teaching	實習 Internship	
核心素養(8學分) Core Competencies (8 Credits)								
第一學年 1 st Academic Year	中文閱讀與表達 Chinese Reading and Expressing	2	2	2				
	大一英文(一) Freshman English (I)	2	2	2				
	大一英文(二) Freshman English (II)	2	2			2		
	資訊科技與AI應用 Information Technology and AI Application	2	2	2				電腦課程 Computer Course
體育(4學分) Physical Education (4 Credits)								
第一學年 1 st Academic Year	體育(一) Physical Education (I)	2	2	2				
	體育(二) Physical Education(II)	2	2			2		
領域涵養(14學分) Domain-Specific Learning (14 Credits)								
第一學年 1 st Academic Year	領域涵養 Domain-Specific Learning	4	4			4		人文、自然、社會、博學 至少各選修一門 humanities, natural sciences, social sciences, and cultivation of broad knowledge -with at least one elective course from each category
第二學年 2 nd Academic Year	領域涵養 Domain-Specific Learning	8	8	4		4		
第三學年 3 rd Academic Year	領域涵養 Domain-Specific Learning	2	2	2				
跨域學習(4學分) Interdisciplinary Learning (4 Credits)								
第二學年 2 nd Academic Year	跨域學習 Interdisciplinary Learning	4	4	2		2		
專業必修(62學分) Professional Required Courses (62 Credits)								
核心基礎(23學分) Core Foundations (23 Credits)								
第一學年 1 st Academic Year	管理學 Management	3	3	3				院共同核心必修課程 College General Core Courses
	經濟學 Economics	3	3	3				院共同核心必修課程 College General Core Courses
	健康產業管理學 Management in Health Industry	3	3			3		院共同核心必修課程 College General Core Courses

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				授課 Teaching	實習 Internship	授課 Teaching	實習 Internship	
第二學年 2 nd Academic Year	企業概論與企業倫理 Introduction to Business and Business Ethics	2	2	2				職業倫理課程 Occupation Ethics Course
	會計學(一)Accounting (I)	2	2	2				院共同核心必修課程 College General Core Courses
	統計學Statistics	3	3	3				
	會計學(二)Accounting (II)	2	2			2		院共同核心必修課程 College General Core Courses
	應用統計學Applied Statistics	2	2			2		電腦課程 Computer Course
第三學年 3 rd Academic Year	電子商務 E-Commerce	3	3	3				電腦課程 Computer Course
核心專業(39學分) Core Professional Courses (39 Credits)								
第一學年 1 st Academic Year	消費者行為 Consumer Behavior	3	3	3				
	行銷管理 Marketing Management	3	3			3		定錨課程 Anchoring Course
	服務業行銷 Services Marketing	3	3			3		內含「服務學習」 Includes Service Learning
第二學年 2 nd Academic Year	國際行銷 International Marketing	3	3	3				
	產品發展與管理 Product Development and Management	3	3			3		
	顧客關係管理 Customer Relationship Management	3	3			3		
第三學年 3 rd Academic Year	專題研究與製作(一) Seminar Research (I)	2	2	2				
	價格策略與管理 Pricing Strategy and Management	3	3	3				
	整合性行銷傳播 Integrated Marketing Communication	3	3	3				
	行銷企劃實務 Practice of Marketing Planning	3	3	3				
	研究方法 Research Method	2	2			2		學術倫理課程 Academic Ethics Course
	專題研究與製作(二) Seminar Research (II)	2	2			2		
	品牌管理 Brand Management	3	3			3		
第四學年 4 th Academic Year	通路管理 Channel Management	3	3			3		
專業選修(39學分) Professional Electives Courses (39 Credits)								
行銷模組(21學分) Marketing Management Modula (21 Credits)								
第三學年 3 rd Academic Year	休閒產業行銷學 Leisure Marketing	3	3			3		
第四學年 4 th Academic Year	連鎖企業經營 Franchising Management	2	2	2				
	零售業行銷學 Retailing Marketing	3	3	3				
	運動行銷學 Sports Marketing	2	2	2				
	健康產業品質管理 Quality Management in Health Industry	2	2	2				跨域學習 Interdisciplinard Learning
	健康產業行銷學 Marketing in Health Care Industry	3	3	3				

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				First Semester		Second Semester		
				授課 Teaching	實習 Internship	授課 Teaching	實習 Internship	
	無店鋪行銷 Nonstore Retailing Marketing	2	2			2		
	運動與休閒俱樂部管理 Sports and Leisure Club	2	2			2		
	健康產業策略管理 Strategic Management in Health Care Industry	2	2			2		
共同選修(18學分) General Electives Courses (18 Credits)								
第二學年 2 nd Academic Year	網路行銷 Internet Marketing	3	3			3		電腦課程 Computer Course AI課程 AI Course
第三學年 3 rd Academic Year	財務管理 Financial Management	2	2			2		
	商業談判 Business Negotiation	2	2			2		
	創業管理 Entrepreneurial Management	2	2			2		跨域學習 Interdisciplinard Learning
	人力資源管理 Human Resource Management	2	2			2		
第四學年 4 th Academic Year	銷售管理 Sales force Management	2	2	2				
	觀光業行銷 Tourism Marketing	2	2	2				
	餐旅行銷 Hospitality Marketing	2	2			2		
	行銷活動設計 Design of Marketing Activities	2	2			2		跨域學習 Interdisciplinard Learning
	跨境電商理論與實務 Cross-Border E-Commerce : Theory and Practice	3	3			3		電腦課程 Computer Course
第一學年小計(1) 1st Academic Year Credits Subtotal (1)		34	34	17	0	17	0	
第二學年小計(2) 2nd Academic Year Credits Subtotal (2)		35	35	16	0	19	0	
第三學年小計(3) 3rd Academic Year Credits Subtotal (3)		34	34	16	0	18	0	
第四學年小計(4) 4th Academic Year Credits Subtotal (4)		32	32	16	0	16	0	
合計 Total = (1)+(2)+(3)+(4)		135	135	65	0	70	0	

畢業規定及其他相關說明：

Graduation Requirements and Other Relevant Instructions

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				First Semester		Second Semester		
				授課 Teaching	實習 Internship	授課 Teaching	實習 Internship	
一	<p>最低畢業學分為128學分，必修92學分【含核心素養8學分、體育4學分、領域涵養14學分(人文、自然、社會、博學至少各選修一門)、跨域學習4學分、專業必修62學分】，選修至少36學分（其中專業選修至少26學分）。</p> <p>The minimum graduation requirement is 128 credits, including mandatory 92 credits [comprising 8 credits for core competencies, 4 credits for physical education, 14 credits for domain enrichment (including humanities, natural sciences, social sciences, and cultivation of broad knowledge -with at least one elective course from each category), 4 credits for interdisciplinary learning, and mandatory professional 62 credits]. Elective credits must be at least 36 credits [with a minimum number of 26 credits for professional electives].</p>							
二	<p>大學部學生，需依「中臺科技大學學術倫理教育課程實施要點」完成「學術倫理教育」相關課程修習後，提交任課老師列入成績考核。</p> <p>Undergraduate students are required to complete relevant courses on academic ethics education in accordance with the 'Implementation Guidelines for Academic Ethics Education Courses at the Central Taiwan University of Science and Technology'. After completing the courses, students must submit their performance to the respective instructors for grading.</p>							