

**中臺科技大學大學部四年制進修部行銷管理系112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 112<sup>nd</sup> Academic Year**

1120913系課程委員會會議通過

1121018院課程委員會會議通過

1121025校課程委員會會議通過

| 學年<br>Academic Year  | 科目<br>Course   | 學分數<br>Credits | 時數<br>Teaching hours | 上學期<br>First Semester |                  | 下學期<br>Second Semester |                  | 備註<br>Remarks                             |
|--|--|----------------|----------------------|-----------------------|------------------|------------------------|------------------|---|
|  |  |                |                      | 授課<br>Teaching        | 實習<br>Internship | 授課<br>Teaching         | 實習<br>Internship |   |
| <b>基本素養(24學分) Basic Competencies (24 Credits)</b>                      |  |                |                      |                       |                  |                        |                  |   |
| 第一學年 1 <sup>st</sup> Academic Year                                     | 文學與人生 Literature and Life  | 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                      |                  |   |
|  | 文學領域 Literature Studies  | 2              | 2                    |                       |                  | 2                      |                  |   |
|  | 文化領域 Cultural Studies  | 2              | 2                    |                       |                  | 2                      |                  |   |
| 第二學年 2 <sup>nd</sup> Academic Year                                     | 實用生活美學 Life Aesthetics   | 2              | 2                    | 2                     |                  |                        |                  |   |
|  | 生命科學概論 Introduction to Life Science  | 2              | 2                    | 2                     |                  |                        |                  |   |
|  | 資訊科技與應用 Information Technology and Application                                   | 2              | 2                    |                       |                  | 2                      |                  | 電腦課程<br>Computer Course                   |
| 第三學年 3 <sup>th</sup> Academic Year                                     | 環保生活 Environmental Protection in Life  | 2              | 2                    | 2                     |                  |                        |                  |   |
|  | 法律學概論 Introduction to Law  | 2              | 2                    |                       |                  | 2                      |                  |   |
| 第四學年 4 <sup>th</sup> Academic Year                                     | 時間、空間、多元文化 Multi-cultures  | 2              | 2                    | 2                     |                  |                        |                  |   |
|  | 人際關係與溝通 Interpersonal Relationships and Communication                            | 2              | 2                    |                       |                  | 2                      |                  |   |
| <b>軍訓與體育(2學分) Military Training and Physical Education (2 Credits)</b> |  |                |                      |                       |                  |                        |                  |   |
| 第一學年 1 <sup>st</sup> Academic Year                                     | 全民國防教育軍事訓練-國防科技 All-out Defense Education Military Training - Defense Technology | 0              | 2                    | 2                     |                  |                        |                  |   |
|  | 體育(一) Physical Education (I)   | 1              | 2                    | 2                     |                  |                        |                  |   |
|  | 體育(二) Physical Education (II)  | 1              | 2                    |                       |                  | 2                      |                  |   |
| 第二學年 2 <sup>nd</sup> Academic Year                                     | 體育(三) Physical Education (III)   | 0              | 2                    | 2                     |                  |                        |                  |   |
| <b>專業必修(62學分) Professional Required Courses (62 Credits)</b>           |  |                |                      |                       |                  |                        |                  |   |
| <b>核心基礎(23學分) Core Foundations (23 Credits)</b>                        |  |                |                      |                       |                  |                        |                  |   |
| 第一學年 1 <sup>st</sup> Academic Year                                     | 管理學 Management   | 3              | 3                    | 3                     |                  |                        |                  | 院共同核心必修課程<br>College General Core Courses |
|  | 經濟學 Economics  | 3              | 3                    | 3                     |                  |                        |                  | 院共同核心必修課程<br>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<br>College General Core Courses |

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|---|---|----------------|-------------------------|----------------|------------------|-----------------|------------------|---|
|   |   |                |                         | First Semester |                  | Second Semester |                  |   |
|   |   |                |                         | 授課<br>Teaching | 實習<br>Internship | 授課<br>Teaching  | 實習<br>Internship |   |
| 第二學年 2 <sup>nd</sup> Academic Year                            | 企業概論與企業倫理 Introduction to Business and        | 2              | 2                       | 2              |                  |                 |                  |   |
|   | 會計學(一)Accounting (I)                          | 2              | 2                       | 2              |                  |                 |                  | 院共同核心必修課程<br>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<br>College General Core Courses |
|   | 應用統計學Applied Statistics                       | 2              | 2                       |                |                  | 2               |                  | 電腦課程<br>Computer Course                   |
| 第三學年 3 <sup>th</sup> Academic Year                            | 電子商務 E-Commerce                               | 3              | 3                       | 3              |                  |                 |                  | 電腦課程<br>Computer Course                   |
| <b>核心專業(39學分) Core Professional Courses (39 Credits)</b>      |   |                |                         |                |                  |                 |                  |   |
| 第一學年 1 <sup>st</sup> 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<br>Anchoring Course                  |
|   | 服務業行銷 Services Marketing                      | 3              | 3                       |                |                  | 3               |                  | 內含「服務學習」<br>Includes Service Learning     |
| 第二學年 2 <sup>nd</sup> 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 <sup>th</sup> 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<br>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 <sup>th</sup> Academic Year                            | 通路管理 Channel Management                       | 3              | 3                       |                |                  | 3               |                  |   |
| <b>博學涵養(4學分) Liberal Education (4 Credits)</b>                |   |                |                         |                |                  |                 |                  |   |
| 第二學年 2 <sup>nd</sup> Academic Year                            | 博學涵養 Liberal Education                        | 2              | 2                       | 2              |                  |                 |                  |   |
|   | 博學涵養 Liberal Education                        | 2              | 2                       |                |                  | 2               |                  |   |
| <b>專業選修(37學分) Professional Electives Courses (37 Credits)</b> |   |                |                         |                |                  |                 |                  |   |
| <b>行銷模組(21學分) Marketing Management Modula (21 Credits)</b>    |   |                |                         |                |                  |                 |                  |   |
| 第三學年 3 <sup>th</sup> Academic Year                            | 休閒產業行銷學 Leisure Marketing                     | 3              | 3                       |                |                  | 3               |                  |   |
|   | 連鎖企業經營 Franchising Management                 | 2              | 2                       | 2              |                  |                 |                  |   |
|   | 零售業行銷學 Retailing Marketing                    | 3              | 3                       | 3              |                  |                 |                  |   |
|   | 觀光業行銷 Tourism Marketing                       | 2              | 2                       | 2              |                  |                 |                  |   |
|   | 健康產業品質管理Quality Management in Health Industry | 2              | 2                       | 2              |                  |                 |                  |   |

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|--|---|----------------|-------------------------|-----------------------|------------------|------------------------|------------------|-------------------------|
|  |   |                |                         | 授課<br>Teaching        | 實習<br>Internship | 授課<br>Teaching         | 實習<br>Internship |                         |
| 第四學年 4 <sup>th</sup> Academic Year                                 | 健康產業行銷學 Marketing in Health Care Industry               | 3              | 3                       | 3                     |                  |                        |                  |                         |
|  | 無店鋪行銷 Nonstore Retailing Marketing                      | 2              | 2                       |                       |                  | 2                      |                  |                         |
|  | 餐旅行銷 Hospitality Marketing                              | 2              | 2                       |                       |                  | 2                      |                  |                         |
|  | 健康產業策略管理 Strategic Management in Health Care Industry   | 2              | 2                       |                       |                  | 2                      |                  |                         |
| <b>共同選修(16學分) General Electives Courses (16 Credits)</b>           |   |                |                         |                       |                  |                        |                  |                         |
| 第二學年 2 <sup>nd</sup> Academic Year                                 | 網路行銷 Internet Marketing                                 | 2              | 2                       |                       |                  | 2                      |                  | 電腦課程<br>Computer Course |
| 第三學年 3 <sup>th</sup> 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                      |                  |                         |
|  | 人力資源管理 Human Resource Management                        | 2              | 2                       |                       |                  | 2                      |                  |                         |
| 第四學年 4 <sup>th</sup> Academic Year                                 | 銷售管理 Sales force Management                             | 2              | 2                       | 2                     |                  |                        |                  |                         |
|  | 行銷活動設計 Design of Marketing Activities                   | 2              | 2                       |                       |                  | 2                      |                  |                         |
|  | 跨境電商理論與實務 Cross-Border E-Commerce : Theory and Practice | 2              | 2                       |                       |                  | 2                      |                  | 電腦課程<br>Computer Course |
| <b>第一學年小計(1) 1<sup>st</sup> Academic Year Credits Subtotal (1)</b> |   | 30             | 34                      | 17                    | 0                | 17                     | 0                |                         |
| <b>第二學年小計(2) 2<sup>nd</sup> Academic Year Credits Subtotal (2)</b> |   | 32             | 34                      | 18                    | 0                | 16                     | 0                |                         |
| <b>第三學年小計(3) 3<sup>th</sup> Academic Year Credits Subtotal (3)</b> |   | 36             | 36                      | 16                    | 0                | 20                     | 0                |                         |
| <b>第四學年小計(4) 4<sup>th</sup> Academic Year Credits Subtotal (4)</b> |   | 31             | 31                      | 16                    | 0                | 15                     | 0                |                         |
| <b>合計 Total = (1)+(2)+(3)+(4)</b>                                  |   | 129            | 135                     | 67                    | 0                | 68                     | 0                |                         |

### 畢業規定及其他相關說明：

### Graduation Requirements and Other Relevant Instructions

|   |  |
|---|--|
| 一 | <p>最低畢業學分為128學分，必修XX學分【含基本素養24學分(文學領域與文化領域各2學分)、軍訓與體育2學分、專業必修XX學分】，博學涵養4學分，選修至少XX學分(其中專業選修至少XX學分)。</p> <p>The minimum graduation requirement is 128 credits, including mandatory XX credits [comprising 24 credits for basic competencies (2 credits each for literature studies and cultural studies), 2 credits for military training and physical education, XX credits for professional core courses], 4 credits for broad knowledge. Elective credits must be at least XX credits [with a minimum number of XX credits for professional electives].</p> |
| 二 | 電腦課程須繳交電腦實習費。The computer course requires the payment of a computer practicum fee.   |

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|---------------------|---|----------------|-------------------------|----------------|------------------|-----------------|------------------|---------------|
|                     |   |                |                         | First Semester |                  | Second Semester |                  |               |
|                     |   |                |                         | 授課<br>Teaching | 實習<br>Internship | 授課<br>Teaching  | 實習<br>Internship |               |
| 三                   | <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。<br/>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> |                |                         |                |                  |                 |                  |               |