

中臺科技大學大學部四年制日間部行銷管理系112學年度入學課程標準表

Central Taiwan University of Science and Technology Undergraduate 4-Year Daytime Program Department of Marketing Management Curriculum Standards for the 112nd 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 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	
基本素養(24學分) Basic Competencies (24 Credits)								
第一學年 1 st Academic Year	文學與人生 Literature and Life	2	2	2				
	大一英文(一) Freshman English (I)	2	2	2				
	資訊科技與應用 Information Technology and Application	2	2	2				電腦課程 Computer Course
	大一英文(二) Freshman English (II)	2	2			2		
	文學領域 Literature Studies	2	2			2		
第二學年 2 nd Academic Year	實用生活美學 Life Aesthetics	2	2	2				
	環保生活 Environmental Protection in Life	2	2	2				
	法律學概論 Introduction to Law	2	2	2				
	生命科學概論 Introduction to Life Science	2	2			2		
	人際關係與溝通 Interpersonal Relationships and	2	2			2		
第三學年 3 rd Academic Year	時間、空間、多元文化 Multi-cultures	2	2	2				
	文化領域 Cultural Studies	2	2			2		
軍訓與體育(2學分) Military Training and Physical Education (2 Credits)								
第一學年 1 st Academic Year	全民國防教育軍事訓練-國防科技All-out Defense Education	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 nd Academic Year	體育(三) Physical Education (III)	0	2			2		
專業必修(63學分) Professional Required Courses (63 Credits)								
核心基礎(24學分) Core Foundations (24 Credits)								
第一學年 1 st Academic Year	會計學(一) Accounting (I)	2	2	2				院共同核心必修課程 College General Core Courses
	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
	企業倫理 Business Ethics	3	3	3				
	電子商務 E-Commerce	3	3	3				電腦課程 Computer Course
	會計學(二) Accounting (II)	2	2			2		院共同核心必修課程 College General Core Courses

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	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
第二學年 2 nd Academic Year	統計學 Statistics	3	3	3				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
核心專業(39學分) Core Professional Courses (39 Credits)								
第一學年 1 st Academic Year	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
	消費者行為 Consumer Behavior	3	3			3		
	顧客關係管理 Customer Relationship Management	3	3			3		
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		
	品牌管理 Brand Management	3	3			3		
第三學年 3 rd Academic Year	行銷企劃實務 Practice of Marketing Planning	3	3	3				
	價格策略與管理 Pricing Strategy and Management	3	3	3				
	研究方法 Research Method	2	2	2				學術倫理課程 Academic Ethics Course
	整合性行銷傳播 Integrated Marketing Communication	3	3	3				
	專題研究與製作(一) Seminar Research (I)	2	4	4				
	通路管理 Channel Management	3	3			3		
	專題研究與製作(二) Seminar Research (II)	2	4			4		
博學涵養(4學分) Liberal Education (4 Credits)								
第二學年 2 nd Academic Year	博學涵養 Liberal Education	2	2	2				
	博學涵養 Liberal Education	2	2			2		
專業選修(55學分) Professional Electives Courses (55 Credits)								
行銷模組(21學分) Marketing Management Modula (21 Credits)								
第二學年 2 nd Academic Year	健康產業行銷學 Marketing in Health Care Industry	3	3	3				
	休閒產業行銷學 Leisure Marketing	3	3			3		
第三學年 3 rd Academic Year	零售業行銷學 Retailing Marketing	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		
第四學年 4 th Academic Year	連鎖企業經營 Franchising Management	2	2	2				
	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				
共同選修(34學分) General Electives Courses (34 Credits)								
	銷售管理 Sales Force Management	2	2	2				

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第四學年 4 th Academic Year	網路行銷 Internet Marketing	2	2	2				電腦課程 Computer Course
	生產與作業管理 Production and Operation Management	2	2	2				
	實習(一) Marketing Practice (I)	9	18		18			校外實習實習18週 Off-Campus Internship Internship Duration:18weeks
	行銷活動設計 Design of Marketing Activities	2	2			2		
	創業管理 Entrepreneurial Management	2	2			2		
	商業談判 Business Negotiation	2	2			2		
	人力資源管理 Human Resource Management	2	2			2		
	財務管理 Financial Management	2	2			2		
實習(二) Marketing Practice (II)	9	18				18	校外實習實習14週 Off-Campus Internship Internship Duration:14weeks	
第一學年小計(1) 1st Academic Year Credits Subtotal (1)		43	47	27	0	20	0	
第二學年小計(2) 2nd Academic Year Credits Subtotal (2)		34	36	17	0	19	0	
第三學年小計(3) 3th Academic Year Credits Subtotal (3)		31	35	20	0	15	0	
第四學年小計(4) 4th Academic Year Credits Subtotal (4)		40	58	12	18	10	18	
合計 Total = (1)+(2)+(3)+(4)		148	176	76	18	64	18	

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89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63學分】，博學涵養4學分，選修至少35學分。</p> <p>The minimum graduation requirement is 128 credits, including mandatory 89 credits [comprising 24 credits for basic competencies (2 credits each for literature studies and cultural studies), 2 credits for military training and physical education, 63 credits for professional core courses], 4 credits for broad knowledge. Elective credits must be at least 35 credits.</p>
二	<p>畢業前需取得本校「資訊能力」畢業資格審定暨實施要點所列之資訊相關證照，始得畢業。</p> <p>Before graduation, students must obtain the qualifications as stipulated in the "Regulations for the Assessment and Implementation of Information Literacy Graduation Qualifications" of our university, which includes obtaining the information-related certifications listed therein, in order to graduate.</p>
三	<p>有關英文能力畢業門檻之相關規定，依照「中臺科技大學大學部英(日)文畢業門檻實施要點」之規定辦理。</p> <p>The regulations regarding the graduation requirements for English proficiency are implemented in accordance with the "Implementation Guidelines for the English (Japanese) Graduation Thresholds for Undergraduate Programs at CTUST."</p>
四	<p>電腦課程須繳交電腦實習費。The computer course requires the payment of a computer practicum fee.</p>

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五	有關「生活與服務」畢業門檻之相關規定，依照中臺科技大學「生活與服務」畢業門檻施行細則之規定辦理。 In accordance with the regulations outlined in the Implementation Rules for the Graduation Threshold of 'Life and Service' at the Central Taiwan University of Science and Technology, all requirements related to 'Life and Service' graduation threshold shall be adhered to.							
六	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。 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.							
七	學生畢業前，必須符合「中臺科技大學行銷管理系專業證照畢業門檻」之規定，始得畢業。 Before graduation, students must obtain the qualifications as stipulated in the "Professional certificate graduation threshold for the Department of Marketing Management at CTUST".							