

**中臺科技大學大學部四年制日間部行銷管理系113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 113<sup>rd</sup> Academic Year**

1130306系課程委員會會議通過  
 1130319院課程委員會會議通過  
 1130403校課程委員會會議通過  
 1130628行政會議通過

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	
				<b>核心素養(8學分) Core Competencies (8 Credits)</b>				
第一學年 1 <sup>st</sup> 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		
	資訊科技與應用 Information Technology and Application	2	2			2		電腦課程 Computer Course
<b>體育(2學分) Physical Education (2 Credits)</b>								
第一學年 1 <sup>st</sup> Academic Year	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>領域涵養(16學分) Domain-Specific Learning (16 Credits)</b>								
第一學年 1 <sup>st</sup> Academic Year	領域涵養 Domain-Specific Learning	6	6			6		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
第二學年 2 <sup>nd</sup> Academic Year	領域涵養 Domain-Specific Learning	10	10	6		4		
<b>跨域學習(4學分) Interdisciplinary Learning (4 Credits)</b>								
第二學年 2 <sup>nd</sup> Academic Year	跨域學習 Interdisciplinary Learning	4	4	2		2		
<b>專業必修(63學分) Professional Required Courses (63 Credits)</b>								
<b>核心基礎(24學分) Core Foundations (24 Credits)</b>								
第一學年 1 <sup>st</sup> Academic Year	會計學(一) Accounting (I)	2	2	2				院共同核心必修課程 College General Core
	管理學 Management	3	3	3				院共同核心必修課程 College General Core
	經濟學 Economics	3	3	3				院共同核心必修課程 College General Core
	企業倫理 Business Ethics	3	3	3				
	電子商務 E-Commerce	3	3	3				電腦課程 Computer Course

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				授課 Teaching	實習 Internship	授課 Teaching	實習 Internship	
	會計學(二) Accounting (II)	2	2			2		院共同核心必修課程 College General Core
	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
第二學年 2 <sup>nd</sup> Academic Year	統計學 Statistics	3	3	3				院共同核心必修課程 College General Core
	應用統計學 Applied Statistics	2	2			2		電腦課程 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	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		
第二學年 2 <sup>nd</sup> Academic Year	顧客關係管理 Customer Relationship Management	3	3			3		
	國際行銷 International Marketing	3	3	3				
	產品發展與管理 Product Development and Management	3	3			3		
第三學年 3 <sup>rd</sup> Academic Year	品牌管理 Brand Management	3	3			3		
	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			
<b>專業選修(57學分) Professional Electives Courses (57 Credits)</b>								
<b>行銷模組(21學分) Marketing Management Modula (21 Credits)</b>								
第二學年 2 <sup>nd</sup> 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 <sup>rd</sup> 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		
第四學年 4 <sup>th</sup> Academic Year	健康產業策略管理 Strategic Management in Health Care Industry	2	2			2		
	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				跨域學習 Interdisciplinary Learning
<b>共同選修(36學分) General Electives Courses (36 Credits)</b>								
	銷售管理 Sales Force Management	2	2	2				

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第四學年 4 <sup>th</sup> 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				
	行銷實務與職業倫理 Marketing Practice and Occupation Ethics	2	2	2				職業倫理課程 Occupation Ethics Course
	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		跨域學習 Interdisciplinard Learning
	創業管理 Entrepreneurial Management	2	2			2		跨域學習 Interdisciplinard Learning
	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	
<b>第一學年小計(1) 1<sup>st</sup> Academic Year Credits Subtotal (1)</b>		47	49	23	0	26	0	
<b>第二學年小計(2) 2<sup>nd</sup> Academic Year Credits Subtotal (2)</b>		34	36	17	0	19	0	
<b>第三學年小計(3) 3<sup>rd</sup> Academic Year Credits Subtotal (3)</b>		27	31	18	0	13	0	
<b>第四學年小計(4) 4<sup>th</sup> Academic Year Credits Subtotal (4)</b>		42	60	14	18	10	18	
<b>合計 Total = (1)+(2)+(3)+(4)</b>		150	176	72	18	68	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93學分【含核心素養8學分、體育2學分、領域涵養16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63學分】，選修至少35學分。</p> <p>The minimum graduation requirement is 128 credits, including mandatory 93 credits [comprising 8 credits for core competencies, 2 credits for physical education, 16 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 63 credits]. 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>

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四	外籍生於畢業前需修習「進階華語(一)」及「進階華語(二)」兩門課程。 Foreign students need to take two courses,"Advanced Chinese (I)" and "Advanced Chinese (II)" before graduation.							
五	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.							
六	大一新生於入學第一學期需修習「銜接課程」。 Freshmen in their first semester are required to take the "Transition Course".							
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".							
八	學生於前2年需修習「班級永續經營課程(一)、(二)、(三)、(四)」，「班級永續經營課程(一)、(二)」成績及格，可認列為「跨域學習」學分；「班級永續經營課程(三)、(四)」成績及格，可認列為「一般選修」學分。依規定學生需取得「班級永續經營課程(一)、(二)」之學分或取得「愛校服務認證」始得畢業。 Students need to take "Class Sustainable Management Course (I), (II), (III), and (IV) " in the first 2 years. Passing the "Class Sustainable Management Course (I), and (II)" will be recognized as "Interdisciplinary Learning" credits; passing the "Class Sustainable Management Course (III), and (IV)" can be recognized as "General Elective" credits. According to regulations, students must obtain credits for Class Sustainable Management Course (I), and (II)" or obtain the "Love School Service Certification" before they can graduate.							