

## 系所課程地圖 Department Curriculum Map

系所概要 Department	
系所名稱 Department Name	行銷學系 Department of Marketing
班別 Division	學士班 Bachelor

教育目標 Education Goals	
編號 Number	項目內容 Content
A	行銷管理知識 Marketing Management Knowledge
B	國際觀 Global Perspective
C	企業倫理 Business Ethics
D	團隊合作 Teamwork

學生核心能力 Student Core Competencies		
編號 Number	項目內容 Content	對應教育目標編號 Corresponding Education Goal Number
A	獨立分析 Independent Analysis	A
B	專業知識 Professional Knowledge	A
C	創意 Creativity	A
D	科學方法應用 Application of Scientific Methods	A
E	英語 English	B
F	全球意識 Global Awareness	B
G	企業倫理 Business Ethics	C
H	表達溝通 Communication and Expression	D
I	協調整合 Coordination and Integration	D

※附註 Note :

1.各系所所屬之班別，含學士班、碩士班、博士班等，請分別填寫。

Complete the map separately for each division, including Bachelor's, Master's, and Doctoral program.

例如：資管學士班需填寫表二及表三；資管碩士班也須填寫表二及表三。

For example, Forms 2 and 3 must be completed for Bachelor's program in Management Information Systems, and also for Master's program in for Bachelor's program in Management Information Systems.

2.教育目標及核心能力之代號皆以英文字母大寫為主。

Codes for Education Goals and Core Competencies must be in uppercase English alphabet letters.

3.可依不同班（組）別填寫教育目標及核心能力。

Education Goals and Core Competencies can be specific to the division in question.

承辦人簽章 Signature of Responsible Person :

規劃單位主管簽章 Head of Planning Division :

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		1	2	3	4				
<b>院核心課程(若無免填, 請加註必修、選修)</b> College Core Courses (not required if none, otherwise please indicate Required Courses and Elective Courses)									
管理學	Management	U	A	S	3	ACEF	大一 Freshman	管理學院 College of Management	
會計學(一)	Accounting (I)	U	A	S	3	ABEF	大一 Freshman	管理學院 College of Management	
會計學(二)	Accounting (II)	U	A	S	3	ABEF	大一 Freshman	管理學院 College of Management	
經濟學(一)	Economics (I)	U	A	S	3	ABE	大一 Freshman	管理學院 College of Management	
經濟學(二)	Economics (II)	U	A	S	3	ABE	大一 Freshman	管理學院 College of Management	
計算機概論	Introduction to Computer Science	U	A	S	3	ABEF	大一 Freshman	管理學院 College of Management	
統計學(一)	Statistics (I)	U	A	S	3	ABCG	大二 Sophomore	管理學院 College of Management	
統計學(二)	Statistics (II)	U	A	S	3	ABCG	大二 Sophomore	管理學院 College of Management	
企業倫理	Business Ethics	U	A	S	3	CE	大三 Junior	管理學院 College of Management	
財務管理	Financial Management	U	A	S	3	ABDEG	大三 Junior	管理學院 College of Management	
企業家講座	Seminar on Entrepreneurs	U	A	S	2	BCEG	大四 Senior	管理學院 College of Management	必修2選1另1門自由選修 Choose 1 course.
管理講座	Seminar on Management	U	A	S	2	BEFG	大四 Senior	管理學院 College of Management	Overtaking can be counted as professional elective credits.
<b>必修課程</b> Required Courses									
微積分(一)	Calculus (I)	U	A	Y	2	ABD	大一 Freshman	行銷學系 Department of Marketing	
微積分(二)	Calculus (II)	U	A	Y	2	ABD	大一 Freshman	行銷學系 Department of Marketing	
消費者行為	Consumer Behavior	U	A	S	3	BF	大一 Freshman	行銷學系 Department of Marketing	
行銷管理(一)	Marketing Management (I)	U	A	S	3	ABCDEFGH	大一 Freshman	行銷學系 Department of Marketing	
作業研究	Operations Research	U	A	S	3	BD	大三 Junior	行銷學系 Department of Marketing	
行銷研究(一)	Marketing Research (I)	U	A	S	3	BDHI	大三 Junior	行銷學系 Department of Marketing	

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A-Lecture, B-Internship, C-Subjects with private guidance such as student presentations or invited speeches, topic discussions, topic research, etc.

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<b>選修課程 Elective Courses</b>									
企業概論	Introduction to Business	U	A	S	3	BG	大一 Freshman	行銷學系 Department of Marketing	
行銷導論(一)	Introduction to Marketing (I)	U	A	S	2	BDE	大一 Freshman	行銷學系 Department of Marketing	
行銷在產業的應用	The Application of Marketing to Industry	U	A	S	1	AFI	大一 Freshman	行銷學系 Department of Marketing	
個體經濟學	Microeconomics	U	A	S	3	AB	大二 Sophomore	應經學系 Department of Applied Economics	
總體經濟學	Macroeconomics	U	A	S	3	BD	大二 Sophomore	應經學系 Department of Applied Economics	
行銷個案(一)	Cases in Marketing (I)	U	A	S	3	ABCDH	大二 Sophomore	行銷學系 Department of Marketing	
企業經營模擬	Business Role Playing Game	U	A	S	2	BCDI	大二 Sophomore	行銷學系 Department of Marketing	
行銷心理學	Marketing Psychology	U	A	S	3	BAH	大二 Sophomore	行銷學系 Department of Marketing	
組織行為與管理	Organizational Behavior and Management	U	A	S	3	ABCHI	大二 Sophomore	行銷學系 Department of Marketing	
商業談判	Commercial Negotiation	U	A	S	3	AHI	大二 Sophomore	行銷學系 Department of Marketing	
行銷資料分析與應用	Marketing Data Analysis and Application	U	A	S	3	ABDHI	大二 Sophomore	行銷學系 Department of Marketing	
農產品行銷管理	Marketing Management of Agricultural Products	U	A	S	3	B	大二 Sophomore	行銷學系 Department of Marketing	
產品策略	Product Strategy	U	A	S	3	ABCEGH	大二 Sophomore	行銷學系 Department of Marketing	
銷售管理(一)	Sales Management (I)	U	A	S	3	B	大二 Sophomore	行銷學系 Department of Marketing	
網路行銷	Internet Marketing	U	A	S	3	BCF	大二 Sophomore	行銷學系 Department of Marketing	
採購策略	Procurement Strategy	U	A	S	3	BD	大二 Sophomore	行銷學系 Department of Marketing	
電子商務	Electronic Commerce	U	A	S	3	BF	大二 Sophomore	行銷學系 Department of Marketing	
作業管理	Operations Management	U	A	S	3	D	大二 Sophomore	行銷學系 Department of Marketing	
農產運銷與政策	Agricultural Marketing and Policy	U	A	S	3	ABDE	大二 Sophomore	應經學系 Department of Applied Economics	

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<b>選修課程 Elective Courses</b>									
商事法	Commercial Law	U	A	S	3	ABEF	大三 Junior	管理學院 College of Management	
策略行銷與管理	Strategic Marketing & Management	U	A	S	3	ABCH	大三 Junior	行銷學系 Department of Marketing	
社群行銷	Social Network Marketing	U	A	S	3	BI	大三 Junior	行銷學系 Department of Marketing	
行銷與包裝	Marketing and Packaging	U	A	S	3	BH	大三 Junior	行銷學系 Department of Marketing	
非營利事業行銷	Nonprofit Organization Marketing	U	A	S	3	ABCEFGH	大三 Junior	行銷學系 Department of Marketing	
通路策略	Channel Strategy	U	A	S	3	ABC	大三 Junior	行銷學系 Department of Marketing	
零售管理	Retail Management	U	A	S	3	ABCEFGH	大三 Junior	行銷學系 Department of Marketing	
連鎖企業管理	Chain Business Management	U	A	S	3	B	大三 Junior	行銷學系 Department of Marketing	
創新與新產品管理	Innovation and New Product Management	U	A	S	3	ABCEFGH	大三 Junior	行銷學系 Department of Marketing	
品牌管理	Brand Management	U	A	S	3	BF	大三 Junior	行銷學系 Department of Marketing	
廣告學	Advertising	U	A	S	3	BCH	大三 Junior	行銷學系 Department of Marketing	
生活結構與消費行為	Life Structure and Consumer Behavior	U	A	S	3	ABD	大三 Junior	行銷學系 Department of Marketing	
消費者行為研究設計	Research Design & Consumer Behavior Insights	U	A	S	3	ABDHI	大三 Junior	行銷學系 Department of Marketing	
行銷決策資訊系統	Marketing Information Systems	U	A	S	3	BI	大三 Junior	行銷學系 Department of Marketing	
物流管理	Logistics Management	U	A	S	3	ABD	大三 Junior	行銷學系 Department of Marketing	
供應鏈設計與管理	Supply Chain Design & Management	U	A	S	3	BDF	大三 Junior	行銷學系 Department of Marketing	
國際行銷	International Marketing	U	A	S	3	BF	大三 Junior	行銷學系 Department of Marketing	
多元文化行銷	Multicultural Marketing	U	A	S	3	BF	大三 Junior	行銷學系 Department of Marketing	
消費者決策	Consumer Decision Making	U	A	S	3	BD	大三 Junior	行銷學系 Department of Marketing	

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<b>選修課程 Elective Courses</b>									
行銷e化實務專題	E-Marketing Implementation Seminar	U	A	S	3	BCDH	大三 Junior	行銷學系 Department of Marketing	
企業經營與診斷	Business Management & Diagnosis	U	A	S	3	ABCH	大三 Junior	行銷學系 Department of Marketing	
社會企業行銷	Social Enterprise Marketing	U	A	S	3	BCF	大三 Junior	行銷學系 Department of Marketing	
個人投資策略	Personal Investment Strategy	U	A	S	2	A	大三 Junior	行銷學系 Department of Marketing	
多變量統計與軟體操作應用	Multivariate Statistics and Data Analysis	U	A	S	3	BDE	大三 Junior	國際農企業 International Bachelor Program in Agribusiness	
農企業經營管理	Agribusiness Management	U	A	S	3	BEFI	大三 Junior	國際農企業 International Bachelor Program in Agribusiness	
迴歸分析	Regression Analysis	U	A	S	3	ABD	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
計量經濟學(一)	Econometrics (I)	U	A	S	3	ABD	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
定價策略	Pricing Strategy	U	A	S	3	BD	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
顧客關係管理	Customer Relationship Management	U	A	S	3	BCDH	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
當代英文論文寫作與簡報	Contemporary English Thesis Writing & Presentation	U	A	S	3	BDEH	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
整合行銷溝通	Integrated Marketing Communication	U	A	S	3	ABCDHI	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
當代行銷問題	Current Issues and Directions for Marketing	U	A	S	3	ABCDFG	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
行銷與色彩心理學	The Psychology of Color in Marketing	U	A	S	3	ABCI	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
行銷研究數據分析(一)	Data Analytics for Marketing Research	U	A	S	2	BD	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
永續發展資料科學-環境、經濟、管理、及健康之展望	Sustainable Development in Data Science: Environmental, Economical, Managerial, and Health Perspectives	U	A	S	1	AB	大四或碩士班 Senior or Master	行銷學系 Department of Marketing	進階課程
行銷個案(二)	Cases in Marketing (II)	U	A	S	3	ABCDH	大四 Senior	行銷學系 Department of Marketing	
企業行銷	Business Marketing	U	A	S	3	BCDEF	大四 Senior	行銷學系 Department of Marketing	

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<b>選修課程 Elective Courses</b>									
商情預測	Business Forecasting	U	A	S	3	BD	大四 Senior	行銷學系 Department of Marketing	
促銷策略	Promotional Marketing	U	A	S	3	BCI	大四 Senior	行銷學系 Department of Marketing	
行銷規劃	Marketing Planning	U	A	S	3	BHI	大四 Senior	行銷學系 Department of Marketing	
流通業經營診斷	Appraisal of Distribution Business	U	A	S	3	AB	大四 Senior	行銷學系 Department of Marketing	
休閒管理與行銷	Leisure Management and Marketing	U	A	S	3	BCDH	大四 Senior	行銷學系 Department of Marketing	
運動行銷	Sports Marketing	U	A	S	3	BCI	大四 Senior	行銷學系 Department of Marketing	
服務業行銷	Service Marketing	U	A	S	3	ABCEFGH	大四 Senior	行銷學系 Department of Marketing	
行銷資料科學	Marketing Data Science	U	A	S	3	ABD	大四 Senior	行銷學系 Department of Marketing	
國際企業管理	International Business Management	U	A	S	3	BFG	大四 Senior	行銷學系 Department of Marketing	
餐飲行銷	Food and Beverage Marketing	U	A	S	3	BCDH	大四 Senior	行銷學系 Department of Marketing	
醫療行銷	Health Marketing	U	A	S	3	BCG	大四 Senior	行銷學系 Department of Marketing	
情感運算與人工智慧於行銷上之研究	The Research of Affective Computing and Artificial Intelligent on Marketing	U	A	S	1	BD	大四 Senior	行銷學系 Department of Marketing	
批判思考	Critical Thinking	U	A	S	1	ABH	大四 Senior	行銷學系 Department of Marketing	
創新與創意	Innovation & Creativity	U	A	S	1	CEH	大四 Senior	行銷學系 Department of Marketing	
國際非政府組織(NGOs) 領導、營運與管理	Leadership and Management of International Non-Governmental Organizations (NGOs)	U	A	S	3	BEFG	大四 Senior	國際農企業 International Bachelor Program in Agribusiness	

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