

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	碩士班 Master

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	全球視野 Global Perspective
C	社會責任感 Social Responsibility
D	創新與領導 Innovation and Leadership
E	自主解決問題能力 Independent Problem-Solving Ability

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	批判思考 Critical Thinking	A
B	專業知識 Professional Knowledge	A
C	行銷管理方法運用 Application of Marketing Management Methods	A
D	全球視野 Global Perspective	B
E	社會責任感 Social Responsibility	C
F	創新 Innovation	D
G	領導 Leadership	D
H	自主解決問題能力 Independent Problem-Solving Ability	E

※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 :

114年02月04日 Date : 2025/02/04

課程規畫表 Curriculum Plan

中文課程名稱 Course Title in Chinese	英文課程名稱 Course Title in English	規劃要點 (附註) Plans (Notes)				對應核心能力 編號 Corresponding Education Goal Number	建議修課年級 Recommended Course Division	開課單位 Course Offering Unit	備註 Remarks
		1	2	3	4				
院核心課程(若無免填，請加註必修、選修) College Core Courses (not required if none, otherwise please indicate Required Courses and Elective Courses)									
策略管理	Strategy Management	M	A	S	3		碩一 First year	管理學院 College of Management	6 門課程至少修習2 門，其中「行銷管理」為必選。(113學年度起適用)Select 2 courses from the list, with Marketing Management as a required course. Overtaking can be counted as elective credits. (For students enrolled after 2024)
人力資源管理	Human Resources Management	M	A	S	3		碩一 First year	管理學院 College of Management	
營運管理	Operational Management	M	A	S	3		碩一 First year	管理學院 College of Management	
財務管理	Financial Management	M	A	S	3		碩一 First year	管理學院 College of Management	
行銷管理	Marketing Management	M	A	S	3		碩一 First year	管理學院 College of Management	
資訊管理	Information Management	M	A	S	3		碩一 First year	管理學院 College of Management	
必修課程 Required Courses									
多變量分析	Multivariate Statistical Analysis	M	A	S	3	CH	碩一 First year	行銷學系 Department of Marketing	
行銷研究(二)	Marketing Research (II)	M	A	S	3	ABD	碩一 First year	行銷學系 Department of Marketing	
碩士論文	Thesis	M	C	Y	6	ABCFH	碩二 Second year	行銷學系 Department of Marketing	

※附註：規劃要點填表說明：(1 到 4 各欄位請填正確代表字母)

Note : Instructions for completing this form are provided below (please provide the correct English alphabet letters in fields 1 to 4)

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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.

3 : S-學期課、Y-學年課。 S-Semester course, Y-Year-long course.

4 : 科目 (全期或全年) 總學分數 (請填阿拉伯數字)。 Total course (full-semester or full-year) credits (in Arabic numerals).

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				
選修課程 Elective Courses									
當代行銷問題	Current Issues and Directions for Marketing	M	A	S	3	ABCDEF	大四或碩士班 Senior of Master	行銷學系 Department of Marketing	進階課程
整合行銷溝通	Integrated Marketing Communication	M	A	S	3	ABCFGH	大四或碩士班 Senior of Master	行銷學系 Department of Marketing	進階課程
定價策略	Pricing Strategy	M	A	S	3	BC	大四或碩士班 Senior of 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	M	A	S	3	BCEH	大四或碩士班 Senior of 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	M	A	S	3	ABCI	大四或碩士班 Senior of Master	行銷學系 Department of Marketing	進階課程
顧客關係管理	Customer Relationship Management	M	A	S	3	BCDH	大四或碩士班 Senior of 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	M	A	S	1	DF	大四或碩士班 Senior of 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	M	A	S	2	BC	大四或碩士班 Senior of Master	行銷學系 Department of Marketing	進階課程
迴歸分析	Regression Analysis	M	A	S	3	CH	大四或碩士班 Senior of Master	行銷學系 Department of Marketing	進階課程
計量經濟學(一)	Econometrics (I)	M	A	S	3	ABC	大四或碩士班 Senior of Master	行銷學系 Department of Marketing	進階課程
行銷通路策略	Channel Strategy and Management	M	A	S	3	ABDFH	碩一 First year	行銷學系 Department of Marketing	
行銷規劃與策略	Marketing Planning & Strategy	M	A	S	3	ABCFGH	碩一 First year	行銷學系 Department of Marketing	
計量經濟學(二)	Econometrics (II)	M	A	S	3	C	碩一 First year	行銷學系 Department of Marketing	
時間序列分析	Time Series Analysis	M	A	S	3	C	碩一 First year	行銷學系 Department of Marketing	
管理科學	Management Science	M	A	S	3	BCH	碩一 First year	行銷學系 Department of Marketing	
行銷模型	Analytical Models in Marketing	M	A	S	3	BC	碩一 First year	行銷學系 Department of Marketing	
社會結構與行銷	Social Structure and Marketing	M	A	S	3	BCEF	碩一 First year	行銷學系 Department of Marketing	
產品策略與管理	Product Strategy and Management	M	A	S	3	BC	碩一 First year	行銷學系 Department of Marketing	

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選修課程 Elective Courses									
應用行銷資料解析	Applied Marketing Analytics	M	A	S	3	BC	碩一 First year	行銷學系 Department of Marketing	
智慧科技行銷與發展 (原高科技行銷)	Smart Technology Marketing and Development (Originally known as Marketing of High Technology)	M	A	S	3	BD	碩一 First year	行銷學系 Department of Marketing	
廣告與行銷傳播	Advertising and Marketing Communications	M	A	S	3	BCF	碩一 First year	行銷學系 Department of Marketing	
質性研究法	Qualitative Research Methods	M	A	S	3	CH	碩一 First year	行銷學系 Department of Marketing	
銷售管理(二)	Sales Management (II)	M	A	S	3	BCEH	碩一 First year	行銷學系 Department of Marketing	
全球運籌管理	Global Logistics Management	M	A	S	3	BCDH	碩一 First year	行銷學系 Department of Marketing	
模擬理論在社會科學之應用	Application of Simulation Theory in the Social Sciences	M	A	S	3	BH	碩一 First year	行銷學系 Department of Marketing	
國際行銷管理	International Marketing Management	M	A	S	3	ABCDH	碩一 First year	行銷學系 Department of Marketing	
國際市場分析	International Market Analysis	M	A	S	3	BD	碩一 First year	行銷學系 Department of Marketing	
貿易與行銷	Trade and Marketing	M	A	S	3	BD	碩一 First year	行銷學系 Department of Marketing	
多元文化與行銷策略	Multicultures and Marketing Strategy	M	A	S	3	BD	碩一 First year	行銷學系 Department of Marketing	
消費者行為理論	Consumer Behavior Theory	M	A	S	3	BHE	碩一 First year	行銷學系 Department of Marketing	
行銷理論	Marketing Theory	M	A	S	3	ABCDF	碩一 First year	行銷學系 Department of Marketing	
服務業行銷與管理	Service Marketing and Management	M	A	S	3	ABCDEF	碩一 First year	行銷學系 Department of Marketing	
品牌管理與策略	Brand Management and Strategy	M	A	S	3	BCG	碩一 First year	行銷學系 Department of Marketing	
物流決策與行銷	Decision of Logistics and Marketing	M	A	S	3	BFH	碩一 First year	行銷學系 Department of Marketing	
電子商務與行銷	Electronic Commerce and Marketing	M	A	S	3	BD	碩一 First year	行銷學系 Department of Marketing	
社會行銷	Social Marketing	M	A	S	3	ABCEF	碩二 Second year	行銷學系 Department of Marketing	

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流通管理專題	Seminar on Distribution Management	M	A	S	3	ABGH	碩二 Second year	行銷學系 Department of Marketing	
策略行銷管理專題	Seminar on Strategic Marketing Management	M	A	S	3	BC	碩二 Second year	行銷學系 Department of Marketing	
消費者研究專題	Seminar on Consumer Research	M	A	S	3	ACFH	碩二 Second year	行銷學系 Department of Marketing	
社群網絡分析	Social Network Marketing Analytics	M	A	S	3	ABCH	碩二 Second year	行銷學系 Department of Marketing	

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