

國立中興大學行銷學系學士班輔系必選修科目學分表

National Chung Hsing University Department of Marketing
List of Required Courses and Elective Courses for Undergraduate Students with Minor

本表適用於 109 學年度(含)以後申請之學生。

This list is for students who applied for a minor in our department after the fall semester of 2020.

編號 No.	科目別 Subjects	科目名稱 Name of the courses	學分數 Credits	開設年級 Grades
1	(Basic Subjects) 基本科目	經濟學 (一) Economics (I)	3	一年級 Freshmen
2		經濟學 (二) Economics (II)	3	一年級 Freshmen
3		管理學 Management	3	一年級 Freshmen
4		統計學 (一) Statistics (I)	3	二年級 Sophomore
5		統計學 (二) Statistics (II)	3	二年級 Sophomore
6	(Required Subjects) 必修科目	行銷管理 (一) Marketing Management (I)	3	一年級 Freshmen
7		消費者行為 Consumer Behavior	3	一年級 Freshmen
8		行銷研究 (一) Marketing Research (I)	3	三年級 Junior
9		作業研究 Operations Research	3	三年級 Junior
	(Elective Subjects) 系選修科目	修讀本系開設之選修課程。 Enrolled in any courses offered by our department.		

- 選讀行銷學系學士班為輔系之學生，須前一學期學業成績名次在該班學生人數前百分之十以內者，才得以申請。
Students eligible to apply for a minor in our department must meet the requirement that their score rank above 90% of students in the class for the last semester before the semester they apply for it.
- 需填具申請表並附歷年成績單與名次證明。
Students applying for a minor in our department must submit the application form and the transcript with the ranking.
- 修讀本系為輔系者，需修畢本表所列基本科目、必修科目。
Students with minors in our department should finish all the courses in basic subjects and the required subjects listed above to meet the requirement of a minor degree in our department.
若表列科目與主系應修習之科目相同，不得認列為本系輔系之科目，應由本系開設之選修科目補足，修畢 20 學分(含)以上。
Any course that is the same as the course of the student's original department should not be counted as the credits for the minor degree in our department. They should enroll in any courses our department offers to meet the requirement of a minor degree (at least 20 credits, including the courses listed above).
- 本表未盡事宜，依「國立中興大學學生修讀輔系辦法」辦理。
For anything else not listed in this list, we follow "The NCHU Regulations on Students Pursuing a Minor Degree."
- 本表需經系、院、校等三級課程委員會審議通過後送教務處公佈之。
This form will be issued after the Curriculum Committees of our Department, College, and School approve it.