

## 行銷學系(學位學程)學士班學生畢業條件明細表(105學年度起入學適用)

項 目	項 目																																																			
<p>一、修業年限：                      (一)最低修業年限：四年(獸醫系五年)                      (二)可延長修業二年(不包括休學二年)</p> <p>二、應修最低畢業總學分數(不含體育及國防教育課程學分)共 <b>132</b> 學分。</p> <p>三、校必修課程及學分數：                      (一)體育課程：必修，不計入畢業學分，合計 <b>4</b> 學分。<b>運動績優生另依體育室相關規定辦理。</b>                      (二)服務學習(一)、(二)：共同必修課程 0 學分，不限定上、下學期，累計通過兩學期(不含服務學習(三))。                      (三)英文能力檢定：<b>0</b> 學分。                      學系自訂更高之標準者從其規定：<b>無</b>                      (四)通識課程：                      1.共同必修(<b>10</b> 學分)                      (1)大學國文(<b>4</b> 學分)                      (2)大一英文(<b>6</b> 學分)                      2.其他通識課程(<b>20</b> 學分)                      (1)人文領域 2 個(含)以上學群之課程                      (2)社會科學領域 2 個(含)以上學群之課程                      (3)自然科學領域 2 個(含)以上學群之課程                      (4)本系隸屬 <b>商業與管理</b> 學群，修習該學群之課程，至多可採計 1 門課。                      (5)本系不指定必選通識學群。                      (6)通識課程超修則算外系學分。</p> <p>四、院專業必修課程及學分數：最低應修 <b>29</b> 學分</p>	<p>五、系專業必修課程及學分數：最低應修 <b>16</b> 學分</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 70%;">科目名稱</th> <th style="width: 15%;">全或半</th> <th style="width: 15%;">學分</th> </tr> </thead> <tbody> <tr><td>(1)微積分(一)</td><td style="text-align: center;">半</td><td style="text-align: center;">2</td></tr> <tr><td>(2)微積分(二)</td><td style="text-align: center;">半</td><td style="text-align: center;">2</td></tr> <tr><td>(3)行銷管理(一)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(4)消費者行為</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(5)作業研究</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(6)行銷研究(一)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> </tbody> </table> <p>六、系專業選修課程及學分數：最低應選修 <b>45</b> 學分。</p> <p>七、其他特別規定：承認外系學分最多 <b>12</b> 學分</p>	科目名稱	全或半	學分	(1)微積分(一)	半	2	(2)微積分(二)	半	2	(3)行銷管理(一)	半	3	(4)消費者行為	半	3	(5)作業研究	半	3	(6)行銷研究(一)	半	3																														
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※必修科目及畢業學分數規定，由各系依課程規劃表填列。

※畢業條件異動請依畢業條件異動簡化程序建議表辦理。如無課程或學分異動，不須每學年提送。

※本表格修訂係依 學年度校課程委員會第 次會議紀錄、第 次教務會議紀錄及第 次校務會議紀錄、103 年 03 月 11 日體育室核准簽呈(文號：1031000020)辦理、第 次教務會議紀錄。

系(學位學程)承辦人：

主任簽章：

114 年 02 月 04 日修訂

附表：

## 行銷學系學士班學生畢業條件明細表

### 專業選修科目列表

科目名稱	全或半	學分	科目名稱	全或半	學分
(1) 個體經濟學—應經系開課	半	3	(43) 行銷資料科學 (原消費市場分析)	半	3
(2) 總體經濟學—應經系開課	半	3	(44) 顧客關係管理(進階課程)	半	3
(3) 迴歸分析(進階課程)	半	3	(45) 物流管理	半	3
(4) 電子商務	半	3	(46) 策略行銷與管理	半	3
(5) 計量經濟學(一) (進階課程)	半	3	(47) 作業管理	半	3
(6) 行銷心理學 (原商用心理學)	半	3	(48) 供應鏈設計與管理	半	3
(7) 企業概論	半	3	(49) 國際行銷	半	3
(8) 組織行為與管理	半	3	(50) 國際企業管理	半	3
(9) 行銷決策資訊系統	半	3	(51) 多元文化行銷	半	3
(10) 企業行銷	半	3	(52) 全球化與行銷	半	3
(11) 社群行銷(原網路與組織)	半	3	(53) 消費者決策	半	3
(12) 商業談判	半	3	(54) 行銷導論(一)	半	2
(13) 行銷資料分析與應用(原 調查資料處理與分析)	半	3	(55) 行銷導論(二)	半	2
(14) 知識管理	半	3	(56) 企業經營模擬	半	2
(15) 商情預測	半	3	(57) 行銷個案(一)	半	3
(16) 農產品行銷管理	半	3	(58) 行銷個案(二)	半	3
(17) 流通業管理	半	3	(59) 行銷e化實務專題	半	3
(18) 產品策略	半	3	(60) 企業經營與診斷	半	3
(19) 行銷與包裝	半	3	(61) 計算機概論(院課)—管理 學院開課	半	3
(20) 非營利事業行銷	半	3	(62) 商事法(院課)—管理學院 開課	半	3
(21) 銷售管理(一)	半	3	(63) 行銷研究數據分析(一) (學碩合開)(進階課程)	半	2
(22) 通路策略	半	3	(64) 行銷在產業的應用	半	1
(23) 零售管理	半	3	(65) 社會企業行銷	半	3
(24) 網路行銷	半	3	(66) 情感運算與人工智慧於 行銷上之研究	半	1
(25) 連鎖企業管理	半	3	(67) 批判思考	半	1
(26) 創新與新產品管理	半	3	(68) 創新與創意	半	1
(27) 定價策略(原價格策略) (進階課程)	半	3	(69) 當代英文論文寫作與簡 報(進階課程)	半	3
(28) 品牌管理	半	3	(70) 整合行銷溝通(進階課程)	半	3
(29) 採購策略	半	3	(71) 行銷與色彩心理學 (進階課程)	半	3
(30) 餐飲行銷	半	3	(72) 個人投資策略	半	2
(31) 醫療行銷	半	3	(73) 永續發展資料科學-環 境、經濟、管理、及健康之展 望(進階課程)	半	1
(32) 促銷策略	半	3	(74) 當代行銷問題(進階課 程)	半	3
(33) 廣告學	半	3			
(34) 行銷規劃	半	3			
(35) 流通業經營診斷	半	3			
(36) 休閒管理與行銷	半	3			
(37) 運動行銷	半	3			
(38) 無店鋪行銷	半	3			
(39) 旅運行銷	半	3			
(40) 服務業行銷	半	3			
(41) 生活結構與消費行為	半	3			
(42) 消費者行為研究設計	半	3			

◎ 備註：

1. 本系最低應修 **45** 學分。

2. 以上選修科目來自課程規劃，可能因人數不足  
未成班。

## Department of Marketing, National Chung Hsing University Graduation Requirements for Students Enrolled After 2016

Items	Items																																																																				
<p><b>I. Years of Enrollment:</b> Minimum years of enrollment : 4 years (5 years for Veterinary Medicine) Can be extended for 2 more years (excluding 2 years of suspension)</p> <p><b>II. Minimum graduation credits required: <u>132</u> credits</b></p> <p><b>III. Courses required by the university curriculum:</b></p> <ol style="list-style-type: none"> <li>1. Physical Education: <b>4</b> credits, not included in the credits for graduation. Athletes with outstanding sports achievements will be handled according to the relevant regulations of the Office of Physical Education and Sports.</li> <li>2. Service Learning I and II: 2 semesters in total, 0 credits (Not including “Service Learning III”).</li> <li>3. English Proficiency Requirement: 0 credit.</li> <li>4. General Education:               <ol style="list-style-type: none"> <li>i. General core courses (10 credits)                   <ul style="list-style-type: none"> <li>➢ College Chinese: 4 credits</li> <li>➢ Freshman English: 6 credits</li> </ul> </li> <li>ii. Other general courses (20 credits)                   <ul style="list-style-type: none"> <li>➢ At least 2 courses in different areas of Humanistic Domain.</li> <li>➢ At least 2 courses in different areas of Social Science Domain.</li> <li>➢ At least 2 courses in different areas of Natural Domain.</li> <li>➢ Our program belongs to the area of <u>Business and Management</u>, therefore, only one course from this area will be recognized.</li> <li>➢ Our department doesn’t have the specific required general courses.</li> <li>➢ Extra credits can be counted in the graduation credits.</li> </ul> </li> </ol> </li> </ol> <p><b>IV. Courses required by college curriculum: <u>29</u> credits</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Course Title</th> <th style="width: 15%;">Semester /Year</th> <th style="width: 10%;">Credits</th> <th style="width: 50%;">Remark</th> </tr> </thead> <tbody> <tr><td>1. Economics (I)</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>2. Economics (II)</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>3. Accounting (I)</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>4. Accounting (II)</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>5. Statistics (I)</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>6. Statistics (II)</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>7. Management</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>8. Business Ethics</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>9. Financial Management</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>10. 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Minor Degree:</b> If a student intends to study for a minor degree, he/she will need to take 20 (or more) credits in addition to the department’s minimum credits required for graduation. For more details, please see the bulletin of Curriculum Division website.</p> <p><b>IX. Double Major:</b> The graduation requirements for students in pursuit of a double major (department or degree program) shall be based on the relevant regulations applicable at the time (year) when the application was approved. Double major students not only have to fulfill all graduation credit requirements of their original major (department or degree program), they must also complete all core courses for the second major (department or degree program) in order to be granted a double major degree.</p> <p><b>X. Students who graduate from the study period of the senior high school less than 6 years will be required to take at least 12 extra credits in their graduation requirements.</b></p>	Course Title	Semester /Year	Credits	1. Calculus (I)	Semester	2	2. Calculus (II)	Semester	2	3. Marketing Management (I)	Semester	3	4. Consumer Behavior	Semester	3	5. Operation Research	Semester	3	6. Marketing Research (I)	Semester	3
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Coordinator系(所、學位學程)承辦人：

Chairperson系所主管簽章：

## List of the professional elective courses of the department

Course Title	Semester /Year	Credits	Course Title	Semester /Year	Credits
1. Microeconomics – offered by the Department of Applied Economics	Semester	3	37. Sports Marketing	Semester	3
2. Macroeconomics – offered by the Department of Applied Economics	Semester	3	38. Direct and Non-store Marketing	Semester	3
3. Regression Analysis (Advanced Course)	Semester	3	39. Marketing on Travel of Recreation	Semester	3
4. Electronic Commerce	Semester	3	40. Service Marketing	Semester	3
5. Econometrics (I) (Advanced Course)	Semester	3	41. Life Structure and Consumer Behavior	Semester	3
6. Marketing Psychology	Semester	3	42. Research Design & Consumer Behavior Insights	Semester	3
7. Introduction to Business	Semester	3	43. Marketing Data Science	Semester	3
8. Organizational Behavior and Management	Semester	3	44. Customer Relationship Management (Advanced Course)	Semester	3
9. Marketing Information Systems	Semester	3	45. Logistics Management	Semester	3
10. Business Marketing	Semester	3	46. Strategic Marketing & Management	Semester	3
11. Social Network Marketing	Semester	3	47. Operations Management	Semester	3
12. Commercial Negotiation	Semester	3	48. Supply Chain Design & Management	Semester	3
13. Marketing Data Analysis and Application	Semester	3	49. International Marketing	Semester	3
14. Knowledge Management	Semester	3	50. International Business Management	Semester	3
15. Business Forecasting	Semester	3	51. Multicultural Marketing	Semester	3
16. Marketing Management of Agricultural Products	Semester	3	52. Globalization and Marketing	Semester	3
17. Management of Distribution Business	Semester	3	53. Consumer Decision Making	Semester	3
18. Product Strategy	Semester	3	54. Introduction to Marketing (I)	Semester	2
19. Marketing and Packaging	Semester	3	55. Introduction to Marketing (II)	Semester	2
20. Nonprofit Organization Marketing	Semester	3	56. Business Role Playing Game	Semester	2
21. Sales Management (I)	Semester	3	57. Cases in Marketing (I)	Semester	3
22. Channel Strategy	Semester	3	58. Cases in Marketing (II)	Semester	3
23. Retail Management	Semester	3	59. E-Marketing Implementation Seminar	Semester	3
24. Internet Marketing	Semester	3	60. Business Management & Diagnosis	Semester	3
25. Chain Business Management	Semester	3	61. Introduce to Computer Science – offered by the College of Management	Semester	3
26. Innovation and New Product Management	Semester	3	62. Commercial Law – offered by the College of Management	Semester	3
27. Pricing Strategy (Advanced Course)	Semester	3	63. Data Analytics for Marketing Research (Advanced Course)	Semester	2
28. Brand Management	Semester	3	64. The Application of Marketing to Industry	Semester	1
29. Procurement Strategy	Semester	3	65. Social Enterprise Marketing	Semester	3
30. Food and Beverage Marketing	Semester	3	66. The Research of Affective Computing and Artificial Intelligent on Marketing	Semester	1
31. Health Marketing	Semester	3	67. Critical Thinking	Semester	1
32. Promotional Marketing	Semester	3	68. Innovation & Creativity	Semester	1
33. Advertising	Semester	3			
34. Marketing Planning	Semester	3			
35. Appraisal of Distribution Business	Semester	3			
36. Leisure Management and Marketing	Semester	3			

## Appendix

## List of the professional elective courses of the department

Course Title	Semester /Year	Credits
69. Contemporary English Thesis Writing & Presentation (Advanced Course)	Semester	3
70. Integrated Marketing Communication (Advanced Course)	Semester	3
71.The Psychology of Color in Marketing (Advanced Course)	Semester	3
72.Personal Investment Strategy	Semester	2
73. Sustainable Development in Data Science: Environmental, Economical, Managerial, and Health Perspectives (Advanced Course)	Semester	1
74. Current Issues and Directions for Marketing (Advanced Course)	Semester	3

**Notes:**

1. The minimum of professional elective credits: 45 credits
2. The elective courses above are from the curriculum map and may not be offered due to insufficient enrollment.

Coordinator 系(所、學位學程)承辦人：

Chairperson 系所主管簽章：

2025/02/04