

行銷學系(學位學程)學士班學生畢業條件明細表(108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 128 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 4 學分。運動績優生另依體育室相關規定辦理。 (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：0 學分。 學系自訂更高之標準者從其規定：無 (四)通識課程：28 學分。 1.大學國文 4 學分。 2.大一英文 6 學分。 3.一般通識： 應修習人文、社會、自然領域各 2 個以上不同學群之課程。 4.資訊素養類課程免修，本系學生如修習，不可採計為畢業學分。 5.本系隸屬商業與管理學群，至多採計 1 門該學群課程為通識畢業學分，超修該學群課程不可採計為外系選修學分。 6.超修之通識課程不可採計為畢業學分。 7.其他規定：無</p> <p>四、院專業必修課程及學分數：最低應修 32 學分</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">科目名稱</th> <th style="width: 10%;">全或半</th> <th style="width: 20%;">學分</th> </tr> </thead> <tbody> <tr><td>(1)經濟學(一)</td><td>半</td><td>3</td></tr> <tr><td>(2)經濟學(二)</td><td>半</td><td>3</td></tr> <tr><td>(3)會計學(一)</td><td>半</td><td>3</td></tr> <tr><td>(4)會計學(二)</td><td>半</td><td>3</td></tr> <tr><td>(5)統計學(一)</td><td>半</td><td>3</td></tr> <tr><td>(6)統計學(二)</td><td>半</td><td>3</td></tr> <tr><td>(7)管理學</td><td>半</td><td>3</td></tr> <tr><td>(8)企業倫理</td><td>半</td><td>3</td></tr> <tr><td>(9)財務管理</td><td>半</td><td>3</td></tr> <tr><td>(10)計算機概論</td><td>半</td><td>3</td></tr> <tr> <th>科目名稱</th> <th>全或半</th> <th>學分</th> <th>備註</th> </tr> <tr> <td>(11) 企業家講座</td> <td>半</td> <td>2</td> <td rowspan="2" style="text-align: center; vertical-align: middle;">必修 2 選 1， 另 1 門自由選修，超修則採計為本系專業選修學分</td> </tr> <tr> <td>(12) 管理講座</td> <td>半</td> <td>2</td> </tr> </tbody> </table>	科目名稱	全或半	學分	(1)經濟學(一)	半	3	(2)經濟學(二)	半	3	(3)會計學(一)	半	3	(4)會計學(二)	半	3	(5)統計學(一)	半	3	(6)統計學(二)	半	3	(7)管理學	半	3	(8)企業倫理	半	3	(9)財務管理	半	3	(10)計算機概論	半	3	科目名稱	全或半	學分	備註	(11) 企業家講座	半	2	必修 2 選 1， 另 1 門自由選修，超修則採計為本系專業選修學分	(12) 管理講座	半	2	<p>五、系專業必修課程及學分數：最低應修 16 學分</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">科目名稱</th> <th style="width: 10%;">全或半</th> <th style="width: 20%;">學分</th> </tr> </thead> <tbody> <tr><td>(1)微積分(一)</td><td>半</td><td>2</td></tr> <tr><td>(2)微積分(二)</td><td>半</td><td>2</td></tr> <tr><td>(3)行銷管理(一)</td><td>半</td><td>3</td></tr> <tr><td>(4)消費者行為</td><td>半</td><td>3</td></tr> <tr><td>(5)作業研究</td><td>半</td><td>3</td></tr> <tr><td>(6)行銷研究(一)</td><td>半</td><td>3</td></tr> </tbody> </table> <p>六、系專業選修課程及學分數：最低應選修 39 學分。</p> <p>七、其他特別規定：承認外系學分最多 13 學分</p> <p>八、輔系：學生修習輔系之學分，應在其主系規定最低畢業學分以外加修之(至少二十學分)科目及學分數，請見教務處課務組公告事項。</p> <p>九、雙主修：修讀雙主修學生，除應修滿本學系規定畢業科目學分外，且至少應修滿加修學系全部專業(門)必修科目學分始可取得雙主修資格(至少四十學分)。</p> <p>十、入學資格：屬修業年限少於國內高級中等學校及專科學校之國外同等學校畢業生，如海外中五學制畢(結)業生，畢業學分數應增加至少 12 學分。以此資格就讀本系之學生限加修本系選修 12 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 學年度第 次校課程委員會會議紀錄、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 61 次校務會議紀錄、第 107 學年度第 1 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	(42) 企業行銷	半	3
(2) 總體經濟學－應經系開課	半	3	(43) 迴歸分析(學碩合開)(進階課程)	半	3
(3) 行銷導論(一)	半	2	(44) 國際企業管理	半	3
(4) 行銷導論(二)	半	2	(45) 促銷策略	半	3
(5) 企業概論	半	3	(46) 行銷規劃	半	3
(6) 電子商務	半	3	(47) 生活結構與消費行為	半	3
(7) 電子商務(一)	半	1	(48) 醫療行銷	半	3
(8) 電子商務(二)	半	1	(49) 農產品行銷管理	半	3
(9) 電子商務(三)	半	1	(50) 行銷e化實務專題	半	3
(10) 產品策略	半	3	(51) 計量經濟學(一)(進階課程)	半	3
(11) 組織行為與管理	半	3	(52) 情感運算與人工智慧於行銷上之研究	半	1
(12) 商業談判	半	3	(53) 物流管理	半	3
(13) 通路策略	半	3	(54) 流通業經營診斷	半	3
(14) 零售管理	半	3	(55) 行銷與包裝	半	3
(15) 行銷資料分析與應用	半	3	(56) 行銷資料科學(原消費市場分析)	半	3
(16) 作業管理	半	3	(57) 休閒管理與行銷	半	3
(17) 企業經營模擬	半	2	(58) 顧客關係管理(學碩合開)(進階課程)	半	3
(18) 採購策略	半	3	(59) 商情預測	半	3
(19) 網路行銷	半	3	(60) 服務業行銷	半	3
(20) 銷售管理(一)	半	3	(61) 批判思考	半	1
(21) 行銷個案(一)	半	3	(62) 創新與創意	半	1
(22) 行銷個案(二)	半	3	(63) 當代英文論文寫作與簡報(進階課程)	半	3
(23) 行銷心理學	半	3	(64) 定價策略(原價格策略)(進階課程)	半	3
(24) 社群行銷	半	3	(65) 整合行銷溝通(學碩合開)(進階課程)	半	3
(25) 商事法(院課)－管理學院開課	半	3	(66) 行銷在產業的應用	半	1
(26) 企業經營與診斷	半	3	(67) 行銷研究數據分析(一)(學碩合開)(進階課程)	半	2
(27) 連鎖企業管理	半	3	(68) 行銷與色彩心理學(學碩合開)(進階課程)	半	3
(28) 行銷決策資訊系統	半	3	(69) 個人投資策略	半	2
(29) 創新與新產品管理	半	3	(70) 永續發展資料科學 - 環境、經濟、管理、及健康之展望(學碩合開)(進階課程)	半	1
(30) 消費者決策	半	3	(71) 農產運銷與政策－應經系開課	半	3
(31) 國際行銷	半	3			
(32) 供應鏈設計與管理	半	3			
(33) 策略行銷與管理	半	3			
(34) 社會企業行銷	半	3			
(35) 運動行銷	半	3			
(36) 廣告學	半	3			
(37) 品牌管理	半	3			
(38) 多元文化行銷	半	3			
(39) 非營利事業行銷	半	3			
(40) 消費者行為研究設計	半	3			
(41) 餐飲行銷	半	3			

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
(72) 多變量統計與軟體操作應用－國農學程開課	半	3
(73) 國際非政府組織(NGOs)領導、營運與管理－國農學程開課	半	3
(74) 農企業經營管理－國農學程開課	半	3
(75) 當代行銷問題 (進階課程)	半	3

◎ 備註：

- 1.本系最低應修 39 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。

系(學位學程)承辦人：

主任簽章：

114年02月04日修訂

Department of Marketing, National Chung Hsing University Graduation Requirements for Students Enrolled After 2019

Items	Items																																																																								
<p>I. Years of Enrollment: 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>II. Minimum graduation credits required: <u>128</u> credits</p> <p>III. Courses required by the university curriculum:</p> <ol style="list-style-type: none"> 1. Physical Education: 4 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. 2. Service Learning I and II: 2 semesters in total, 0 credits (Not including “Service Learning III”). 3. English Proficiency Requirement: 0 credit. 4. General Education : 28 credits <ol style="list-style-type: none"> i. College Chinese: 4 credits ii. Freshman English: 6 credits iii. General Competencies: Humanistic Domain, Social Science Domain, and Natural Domain: at least 2 courses in different areas of each Domain. iv. Students of our department do not need to take the “Information Literacy” course and won’t be counted in graduation credits. v. Our program belongs to the area of <u>Business and Management</u>, therefore, only one course from this area will be recognized. vi. Extra credits can’t be counted in the graduation credits. <p>IV. Courses required by college curriculum: <u>32</u> credits</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. 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Minimum of professional elective courses: <u>39</u> credits</p> <p>VII. Other regulations: A maximum of <u>13</u> credits from other departments can be recognized.</p> <p>VIII. Minor Degree: 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>IX. Double Major: 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>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.</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：

2025/02/04

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

Coordinator 系(所、學位學程)承辦人：

Chairperson 系所主管簽章：

Appendix

List of the professional elective courses of the department

Course Title	Semester /Year	Credits
69. Personal Investment Strategy	Semester	2
70. Sustainable Development in Data Science: Environmental, Economical, Managerial, and Health Perspectives (Advanced Course)	Semester	1
71. Agricultural Marketing and Policy – offered by the Department of Applied Economics	Semester	3
72. Multivariate Statistics and Data Analysis – offered by the International Bachelor Program in Agribusiness	Semester	3
73. Leadership and Management of International Non-Governmental Organizations (NGOs) – offered by the International Bachelor Program in Agribusiness	Semester	3
74. Agribusiness Management – offered by the International Bachelor Program in Agribusiness	Semester	3
75. Current Issues and Directions for Marketing (Advanced Course)	Semester	3

Notes:

1. The minimum of professional elective credits: 39 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