

行銷 學系(學位學程)學士班學生畢業條件明細表(109 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; margin-top: 10px;"> <thead> <tr> <th style="width: 30%;">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)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; 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>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：申請本系雙主修，須「前一學年學業平均成績達 80 分以上，且成績名次在該班學生人數前百分之十以內者，操行成績在 85 分以上，體育成績達 70 分以上者」。</p> <p>修讀雙主修學生，除應修滿主系規定畢業科目學分外，且至少應修滿本表院系必修科目學分始可取得雙主修資格，若表列科目與主系應修習之科目相同，不得認列為本系雙主修之學分，應由本系開設之選修科目補足。</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 100 學年度第 1 次校課程委員會會議紀錄、第 62 次教務會議紀錄及第 61 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	(39) 非營利事業行銷	半	3
(2) 總體經濟學－應經系開課	半	3	(40) 消費者行為研究設計	半	3
(3) 行銷導論(一)	半	2	(41) 餐飲行銷	半	3
(4) 行銷導論(二)	半	2	(42) 企業行銷	半	3
(5) 企業概論	半	3	(43) 迴歸分析(學碩合開)(進階課程)	半	3
(6) 電子商務	半	3	(44) 國際企業管理	半	3
(7) 電子商務(一)	半	1	(45) 促銷策略	半	3
(8) 電子商務(二)	半	1	(46) 行銷規劃	半	3
(9) 電子商務(三)	半	1	(47) 生活結構與消費行為	半	3
(10) 產品策略	半	3	(48) 醫療行銷	半	3
(11) 組織行為與管理	半	3	(49) 農產品行銷管理	半	3
(12) 商業談判	半	3	(50) 行銷e化實務專題	半	3
(13) 通路策略	半	3	(51) 計量經濟學(一) (進階課程)	半	3
(14) 零售管理	半	3	(52) 情感運算與人工智慧於行銷上之研究	半	1
(15) 行銷資料分析與應用	半	3	(53) 物流管理	半	3
(16) 作業管理	半	3	(54) 流通業經營診斷	半	3
(17) 企業經營模擬	半	2	(55) 行銷與包裝	半	3
(18) 採購策略	半	3	(56) 行銷資料科學 (原消費市場分析)	半	3
(19) 網路行銷	半	3	(57) 休閒管理與行銷	半	3
(20) 銷售管理(一)	半	3	(58) 顧客關係管理(學碩合開)(進階課程)	半	3
(21) 行銷個案(一)	半	3	(59) 商情預測	半	3
(22) 行銷個案(二)	半	3	(60) 服務業行銷	半	3
(23) 行銷心理學	半	3	(61) 批判思考	半	1
(24) 社群行銷	半	3	(62) 創新與創意	半	1
(25) 商事法(院課)－管理學院 開課	半	3	(63) 當代英文論文寫作與簡報 (進階課程)	半	3
(26) 企業經營與診斷	半	3	(64) 定價策略(原價格策略) (進階課程)	半	3
(27) 連鎖企業管理	半	3	(65) 整合行銷溝通(學碩合開)(進階課程)	半	3
(28) 行銷決策資訊系統	半	3	(66) 行銷在產業的應用	半	1
(29) 創新與新產品管理	半	3	(67) 行銷研究數據分析(一) (學碩合開)(進階課程)	半	2
(30) 消費者決策	半	3	(68) 行銷與色彩心理學 (學碩合開)(進階課程)	半	3
(31) 國際行銷	半	3	(69) 個人投資策略	半	2
(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			

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
(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
(71) 農產運銷與政策－應經系開課	半	3
(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 2020

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>V. Required professional courses by the department: <u>16</u> credits.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 75%;">Course Title</th> <th style="width: 12.5%;">Semester /Year</th> <th style="width: 12.5%;">Credits</th> </tr> </thead> <tbody> <tr><td>1. Calculus (I)</td><td>Semester</td><td>2</td></tr> <tr><td>2. Calculus (II)</td><td>Semester</td><td>2</td></tr> <tr><td>3. Marketing Management (I)</td><td>Semester</td><td>3</td></tr> <tr><td>4. Consumer Behavior</td><td>Semester</td><td>3</td></tr> <tr><td>5. Operation Research</td><td>Semester</td><td>3</td></tr> <tr><td>6. Marketing Research (I)</td><td>Semester</td><td>3</td></tr> </tbody> </table>	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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<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: <u>4</u> 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: 12.5%;">Semester /Year</th> <th style="width: 12.5%;">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. Introduction to Computer Science</td><td>Semester</td><td>3</td><td></td></tr> <tr><td>11. Seminar on Entrepreneurs</td><td>Semester</td><td>2</td><td rowspan="2">Choose 1 course. Overtaking can be counted as professional elective credits.</td></tr> <tr><td>12. Seminar on Management</td><td>Semester</td><td>2</td></tr> </tbody> </table>	Course Title	Semester /Year	Credits	Remark	1. Economics (I)	Semester	3		2. Economics (II)	Semester	3		3. Accounting (I)	Semester	3		4. Accounting (II)	Semester	3		5. Statistics (I)	Semester	3		6. Statistics (II)	Semester	3		7. Management	Semester	3		8. Business Ethics	Semester	3		9. Financial Management	Semester	3		10. Introduction to Computer Science	Semester	3		11. Seminar on Entrepreneurs	Semester	2	Choose 1 course. Overtaking can be counted as professional elective credits.	12. Seminar on Management	Semester	2	<p>VI. 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: Students who want to apply for a double major must meet the following criteria:</p> <ol style="list-style-type: none"> 1. Attaining an average academic score of 80 or above in the previous academic year, and being ranked within the top 10% of students in the class. 2. Conduct scores should be 85 or above. 3. Physical Education scores should be 70 or above. <p>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. Undergraduate students who did not complete or are short of 40 credits for the second major must make up for those credits by taking courses designated by the second-major department or degree program. Suppose any subjects in the list overlap with the required courses for the original major. In that case, the corresponding credits for the dual major will not be recognized, and elective courses offered by our department must replace them.</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>
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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	38. Multicultural Marketing	Semester	3
2. Macroeconomics – offered by the Department of Applied Economics	Semester	3	39. Nonprofit Organization Marketing	Semester	3
3. Introduction to Marketing (I)	Semester	2	40. Research Design & Consumer Behavior Insights	Semester	3
4. Introduction to Marketing (II)	Semester	2	41. Food and Beverage Marketing	Semester	3
5. Introduction to Business	Semester	3	42. Business Marketing	Semester	3
6. Electronic Commerce	Semester	3	43. Regression Analysis (Advanced Course)	Semester	3
7. Electronic Commerce (I)	Semester	1	44. International Business Management	Semester	3
8. Electronic Commerce (II)	Semester	1	45. Promotional Marketing	Semester	3
9. Electronic Commerce (III)	Semester	1	46. Marketing Planning	Semester	3
10. Product Strategy	Semester	3	47. Life Structure and Consumer Behavior	Semester	3
11. Organizational Behavior and Management	Semester	3	48. Health Marketing	Semester	3
12. Commercial Negotiation	Semester	3	49. Marketing Management of Agricultural Products	Semester	3
13. Channel Strategy	Semester	3	50. E-Marketing Implementation Seminar	Semester	3
14. Retail Management	Semester	3	51. Econometrics (I) (Advanced Course)	Semester	3
15. Marketing Data Analysis and Application	Semester	3	52. The Research of Affective Computing and Artificial Intelligent on Marketing	Semester	1
16. Operations Management	Semester	3	53. Logistics Management	Semester	3
17. Business Role Playing Game	Semester	2	54. Appraisal of Distribution Business	Semester	3
18. Procurement Strategy	Semester	3	55. Marketing and Packaging	Semester	3
19. Internet Marketing	Semester	3	56. Marketing Data Science	Semester	3
20. Sales Management (I)	Semester	3	57. Leisure Management and Marketing	Semester	3
21. Cases in Marketing (I)	Semester	3	58. Customer Relationship Management (Advanced Course)	Semester	3
22. Cases in Marketing (II)	Semester	3	59. Business Forecasting	Semester	3
23. Marketing Psychology	Semester	3	60. Service Marketing	Semester	3
24. Social Network Marketing	Semester	3	61. Critical Thinking	Semester	1
25. Commercial Law – offered by the College of Management	Semester	3	62. Innovation & Creativity	Semester	1
26. Business Management & Diagnosis	Semester	3	63. Contemporary English Thesis Writing & Presentation (Advanced Course)	Semester	3
27. Chain Business Management	Semester	3	64. Pricing Strategy (Advanced Course)	Semester	3
28. Marketing Information Systems	Semester	3	65. Integrated Marketing Communication (Advanced Course)	Semester	3
29. Innovation and New Product Management	Semester	3	66. The Application of Marketing to Industry	Semester	1
30. Consumer Decision Making	Semester	3	67. Data Analytics for Marketing Research (Advanced Course)	Semester	2
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			

Appendix

List of the professional elective courses of the department

Course Title	Semester /Year	Credits
68. The Psychology of Color in Marketing (Advanced Course)	Semester	3
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.

2025/02/04

Coordinator 系(所、學位學程)承辦人：

Chairperson 系所主管簽章：