

## 行銷學系(學位學程)學士班學生畢業條件明細表 (110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：共 <b>128</b> 學分(不含體育課程)。</p> <p>三、校必修課程及學分數：                      (一)體育課程：必修 <b>4</b> 學分，不計入畢業學分。運動績優生另依體育室相關規定辦理。                      (二)服務學習(一)、(二)：必修 <b>0</b> 學分，不限上下學期，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：無                      (四)通識課程：<b>28</b> 學分。</p> <p>1.核心素養課程：共10類，至少3學分。                      其中「資訊素養」修課規定如下：  <b>免修資訊素養課程</b>，學生如修習，<b>不可以</b>採計為通識畢業學分。</p> <p>2.語文素養課程：至少8學分                      (1)大學國文4學分。                      (2)大一英文4學分</p> <p>3.領域素養課程：至少10學分                      (1)應修習「人文、社會、自然」三領域各1門課程，合計至少6學分。                      (2)應修習「統合領域」課程至少4學分。                      (3)國防教育類課程(非必修)至多採計1門為通識畢業學分，超修該類課程<b>不可以</b>採計為外系學分。                      (4)本系隸屬 <b>商業與管理</b> 學群，該學群課程至多採計1門為通識畢業學分，超修該學群課程<b>不可以</b>採計為外系學分。</p> <p>4.超修之通識課程<b>不可以</b>採計為外系學分。</p> <p>5.其他規定：無</p> <p>四、院專業必修課程及學分數：最低應修 <b>32</b> 學分</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 60%;">科目名稱</th> <th style="width: 15%;">全或半</th> <th style="width: 25%;">學分</th> </tr> </thead> <tbody> <tr><td>(1) 經濟學(一)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(2) 經濟學(二)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(3) 會計學(一)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(4) 會計學(二)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(5) 統計學(一)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</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	<table border="1" style="width: 100%; border-collapse: collapse; margin-bottom: 10px;"> <tbody> <tr><td>(6) 統計學(二)</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(7) 管理學</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(8) 企業倫理</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(9) 財務管理</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr><td>(10) 計算機概論</td><td style="text-align: center;">半</td><td style="text-align: center;">3</td></tr> <tr> <th style="width: 40%;">科目名稱</th> <th style="width: 10%;">全或半</th> <th style="width: 10%;">學分</th> <th style="width: 40%;">備註</th> </tr> <tr> <td>(11) 企業家講座</td> <td style="text-align: center;">半</td> <td style="text-align: center;">2</td> <td rowspan="2">必修2選1，另1門自由選修，<b>超修則採計為本系專業選修學分</b></td> </tr> <tr> <td>(12) 管理講座</td> <td style="text-align: center;">半</td> <td style="text-align: center;">2</td> </tr> </tbody> </table> <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-bottom: 10px;"> <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 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>39</b> 學分。</p> <p>七、其他特別規定：承認外系學分最多 <b>13</b> 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」。                      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，<b>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。</b></p>	(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， <b>超修則採計為本系專業選修學分</b>	(12) 管理講座	半	2	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。

※本表經109學年度第1次校課程委員會會議通過後生效。

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	(38) 多元文化行銷	半	3
(2) 總體經濟學－應經系開課	半	3	(39) 非營利事業行銷	半	3
(3) 行銷導論(一)	半	2	(40) 消費者行為研究設計	半	3
(4) 行銷導論(二)	半	2	(41) 餐飲行銷	半	3
(5) 企業概論	半	3	(42) 企業行銷	半	3
(6) 電子商務	半	3	(43) 迴歸分析(學碩合開)(進階課程)	半	3
(7) 電子商務(一)	半	1	(44) 國際企業管理	半	3
(8) 電子商務(二)	半	1	(45) 促銷策略	半	3
(9) 電子商務(三)	半	1	(46) 行銷規劃	半	3
(10) 產品策略	半	3	(47) 生活結構與消費行為	半	3
(11) 組織行為與管理	半	3	(48) 醫療行銷	半	3
(12) 商業談判	半	3	(49) 農產品行銷管理	半	3
(13) 通路策略	半	3	(50) 行銷e化實務專題	半	3
(14) 零售管理	半	3	(51) 計量經濟學(一) (進階課程)	半	3
(15) 行銷資料分析與應用	半	3	(52) 情感運算與人工智慧於行銷 上之研究	半	1
(16) 作業管理	半	3	(53) 物流管理	半	3
(17) 企業經營模擬	半	2	(54) 流通業經營診斷	半	3
(18) 採購策略	半	3	(55) 行銷與包裝	半	3
(19) 網路行銷	半	3	(56) 行銷資料科學 (原消費市場分析)	半	3
(20) 銷售管理(一)	半	3	(57) 休閒管理與行銷	半	3
(21) 行銷個案(一)	半	3	(58) 顧客關係管理(學碩合開)(進 階課程)	半	3
(22) 行銷個案(二)	半	3	(59) 商情預測	半	3
(23) 行銷心理學	半	3	(60) 服務業行銷	半	3
(24) 社群行銷	半	3	(61) 批判思考	半	1
(25) 商事法(院課)－管理學院開 課	半	3	(62) 創新與創意	半	1
(26) 企業經營與診斷	半	3	(63) 當代英文論文寫作與簡報 (進階課程)	半	3
(27) 連鎖企業管理	半	3	(64) 定價策略(原價格策略) (進階課程)	半	3
(28) 行銷決策資訊系統	半	3	(65) 整合行銷溝通(學碩合開)(進 階課程)	半	3
(29) 創新與新產品管理	半	3	(66) 行銷在產業的應用	半	1
(30) 消費者決策	半	3	(67) 行銷研究數據分析(一) (學碩合開)(進階課程)	半	2
(31) 國際行銷	半	3	(68) 行銷與色彩心理學 (學碩合開)(進階課程)	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			

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
(69) 個人投資策略	半	2
(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 2021

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>128</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: <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.</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 : 28 credits               <ol style="list-style-type: none"> <li>i. Core Competencies: at least 3 credits. International students do not need to take the “Information Literacy” course.</li> <li>ii. Language Competencies: (at least 8 credits)                   <ul style="list-style-type: none"> <li>➢ College Chinese: 4 credits</li> <li>➢ Foreign Language: 4 credits of Freshman English</li> </ul> </li> <li>iii. Domain Competencies: at least 10 credits                   <ul style="list-style-type: none"> <li>➢ Humanistic Domain, Social Science Domain, and Natural Domain: at least one course in each Domain, total at least <u>6</u> credits.</li> <li>➢ Integrated Domain: at least 4 credits.</li> <li>➢ For National Defense education courses, only credits of 1 course can be counted as general education credits.</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> </ul> </li> <li>iv. Extra credits can't be counted in the graduation credits.</li> </ol> </li> </ol> <p><b>IV. Courses required by college curriculum: <u>32</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. 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><b>V. Required professional courses by the department: <u>16</u> credits.</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 75%;">Course Title</th> <th style="width: 15%;">Semester /Year</th> <th style="width: 10%;">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> <p><b>VI. Minimum of professional elective courses: <u>39</u> credits</b></p> <p><b>VII. Other regulations: A maximum of <u>13</u> credits from other departments can be recognized.</b></p> <p><b>VIII. 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> Students who want to apply for a double major must meet the following criteria:  <ol style="list-style-type: none"> <li>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.</li> <li>2. Conduct scores should be 85 or above.</li> <li>3. Physical Education scores should be 70 or above.</li> </ol> <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> <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
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																																																																							
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1. Calculus (I)	Semester	2																																																																							
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6. Marketing Research (I)	Semester	3																																																																							

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