

G-33 行銷學系(所、學位學程) 113 學年度入學 碩士班研究生畢業條件明細表

項 目						備 註	
一、修業年限： 1.最低修業年限：1 年 2.最高修業年限：4 年（不包括休學年限 2 年）						在職生得延長修業年限一年	
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 <u>42</u> 學分，包括下列兩項： 1.學 科：必修最低 <u>12</u> 學分、選修最低 <u>24</u> 學分 2.畢業論文： <u>6</u> 學分						研究生學業及操行成績均以 70 分為及格。操行成績不及格者，予以退學。 學業平均成績佔畢業成績 50% ※必修+選修+畢業論文=最低畢業總學分。	
三、抵免學分：最高 <u>12</u> 學分						依本校抵免學分辦法，並應於入學當學期註冊日起兩週內申請抵免。	
四、選修大學部相關課程計入研究所畢業學分，最多 <u>3</u> 學分						本校學生選課辦法規定：研究生因課業需要，除本系（所）基本應修學分外，經本系（所）主任（所長）與指導教授及開設課程學系主任之同意，報經教務長核可後，得選修大學部相關課程，並於修習通過後計入畢業學分，但以 6 學分為限。 <b>惟碩士生修習本校「課程規劃與開授準則」所規範之進階課程，計入畢業學分數以十二學分為限。</b>	
五、承認外系（所）學分：最多 <u>9</u> 學分						含校際選課學分	
六、必修科目及學分數：共 <u>12</u> 學分						院級必修課程超修則計入本系選修學分。 必修科目不及格應予重修。 必修科目未修滿不得畢業。	
院級必修課程			系級必修課程				
科目名稱	學分數	備註	科目名稱	學分數			
1. 策略管理	3	6 門課程至少修習 2 門，其中「行銷管理」為必選。	1. 多變量分析	3			
2. 人力資源管理	3		2. 行銷研究(二)	3			
3. 營運管理	3						
4. 資訊管理	3						
5. 財務管理	3						
6. 行銷管理	3						
七、系所指定應補修大學部基礎科目（不計入畢業學分）：共 _____ 學分 1. 2. 3.						本校研究所碩士班章程規定，研究生應補修之大學部基礎課程，由系主任（所長）及指導教授決定之，但補修及格後，不計入畢業學分。未補修及格前，不得參加學位考試。	
八、碩士學位考試（論文考試）： 1.研究生入學第一學年結束前，應商請指導教授。 2.研究生須於申請論文考試前取得學術倫理教育修課證明。 3.研究生修完最低修業年限且修畢規定課程及學分，並完成研究論文初稿者，得於當學期完成註冊選課後，於預定舉行論文考試日期至少二十天前，提出論文考試申請。論文考試成績以 70 分為及格。						論文考試成績佔畢業成績 50% <u>研究生得透過臺灣學術倫理教育資源中心網站自我學習，並通過總測驗取得修課證明。</u> 論文不及格而修業年限未屆滿者，得於次學年或次學期申請重考一次，重考仍不及格者，予以退學。重考及格者之成績，概以 70 分計算。	
九、其 他： 英文能力畢業標準： <u>無</u>							

※必修科目及畢業學分數規定由系所依各學年課程規劃表填列；章程查詢網址：<http://www.nchu.edu.tw/~indodep/chinese/rule.htm>  
 ※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。  
 ※本表格修訂係依第 62 次教務會議紀錄。

行銷 學系碩士班畢業條件明細表(113 學年度適用)

專業選修科目列表

科目名稱	全或半	學分
(1) 行銷規劃與策略	半	3
(2) 當代行銷問題(進階課程)	半	3
(3) 消費者行為理論	半	3
(4) 消費者研究專題	半	3
(5) 行銷理論	半	3
(6) 服務業行銷與管理	半	3
(7) 品牌管理與策略	半	3
(8) 物流決策與行銷	半	3
(9) 電子商務與行銷	半	3
(10) 計量經濟學(二)	半	3
(11) 時間序列分析	半	3
(12) 管理科學	半	3
(13) 行銷模型	半	3
(14) 社會結構與行銷	半	3
(15) 產品策略與管理	半	3
(16) 應用行銷資料解析 (原資料庫行銷)	半	3
(17) 高科技行銷智慧科技行銷 與發展	半	3
(18) 廣告與行銷傳播	半	3
(19) 整合行銷溝通(學碩合 開)(進階課程)	半	3
(20) 定價策略(進階課程)	半	3
(21) 質性研究法(運健所開課)	半	3
(22) 社會行銷	半	3
(23) 銷售管理(二)	半	3
(24) 行銷通路策略	半	3
(25) 全球運籌管理	半	3
(26) 模擬理論在社會科學之 應用	半	3
(27) 流通管理專題	半	3
(28) 國際行銷管理	半	3
(29) 國際市場分析	半	3
(30) 貿易與行銷	半	3

科目名稱	全或半	學分
(31) 多元文化與行銷策略	半	3
(32) 策略行銷管理專題	半	3
(33) 當代英文論文寫作與簡 報(進階課程)	半	3
(34) 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
(35) 社群網絡分析	半	3
(36) 行銷研究數據分析(一) (學碩合開)(進階課程)	半	2
(37) 顧客關係管理(學碩合 開)(進階課程)	半	3
(38) 行銷與色彩心理學 (學碩合開)(進階課程)	半	3
(39) 迴歸分析(學碩合開)(進 階課程)	半	3
(40) 碩士論文	全	6
(41) 計量經濟學(一) (進階課程)	半	3

◎備註：  
 1. 本系最低應選修 **24** 學分。  
 2. 以上選修科目來自課程規劃，可能未成班或停  
 開。

# Department of Marketing, National Chung Hsing University Graduation Requirements for Master Students Enrolled after 2024

Items	Notes																									
I. Years of Enrollment: 1. Minimum years of enrollment: 1 year 2. Maximum years of enrollment: 4 years (not including 2 years' intermission)	Part-time students may prolong years of enrollment for 1 more year.																									
II. Minimum credits for graduation: <u>42</u> credits (Physical Education and citizen national defense education are not included), including: 1. Courses: minimum of required credits: <u>12</u> ; minimum of elective credits: <u>24</u> . 2. Master Thesis: <u>6</u> credits	Students are considered to have passed both academic and conduct assessment with the grade of 70 or above. Students who fail in conduct will be dismissed. The average of academic grades comprises 50 % of the overall graduation grades. <b>*Required credits+ Elective credits + Master Thesis = minimum</b>																									
III. Transfer credits: maximum <u>12</u> credits	According to NCHU regulation for credits exemption, students should apply for credits exemption prior to the deadline of course add/drop.																									
IV. Undergraduate credits from discipline-related courses may be counted as graduation credits: maximum <u>3</u> credits	According to NCHU regulation, the number of credits students should take is determined by their advisor or the department chairperson. Students who need to take undergraduate courses for research purposes, besides the credits for graduation, may take undergraduate courses with the consent of the instructor. The course may be counted as graduation credits after obtaining the approval form the advisor, and relevant department committee. Nevertheless, the maximum for such undergraduate credits: <u>6</u> credits. <b>If graduate students take advanced courses as defined by the NCHU Regulations for Curriculum Planning and Course Opening, a maximum of 12 credits can be counted.</b>																									
V. Credits from other departments: maximum <u>9</u> credits	Including inter-university credits.																									
VI. Core (required) courses and credits: <u>12</u> credits <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 60%;">Core Course Title (College of Management)</th> <th style="width: 10%;">Credits</th> <th style="width: 30%;">Notes</th> </tr> </thead> <tbody> <tr> <td>1. Strategic Management</td> <td style="text-align: center;">3</td> <td rowspan="6" style="vertical-align: middle;">Select 2 courses from the list, with Marketing Management as a required course.  Overtaking can be counted as elective credits.</td> </tr> <tr> <td>2. Human Resource Management</td> <td style="text-align: center;">3</td> </tr> <tr> <td>3. Operations Management</td> <td style="text-align: center;">3</td> </tr> <tr> <td>4. Information Management</td> <td style="text-align: center;">3</td> </tr> <tr> <td>5. Financial Management</td> <td style="text-align: center;">3</td> </tr> <tr> <td>6. Marketing Management</td> <td style="text-align: center;">3</td> </tr> <tr> <td colspan="2">Core Course Title (Department of Marketing)</td> <td>Credits</td> </tr> <tr> <td colspan="2">1. Multivariate Analysis</td> <td style="text-align: center;">3</td> </tr> <tr> <td colspan="2">2. Marketing Research (II)</td> <td style="text-align: center;">3</td> </tr> </tbody> </table>	Core Course Title (College of Management)	Credits	Notes	1. Strategic Management	3	Select 2 courses from the list, with Marketing Management as a required course.  Overtaking can be counted as elective credits.	2. Human Resource Management	3	3. Operations Management	3	4. Information Management	3	5. Financial Management	3	6. Marketing Management	3	Core Course Title (Department of Marketing)		Credits	1. Multivariate Analysis		3	2. Marketing Research (II)		3	1. Extra taken core courses credits offered by College of Management will be counted as elective courses credits of our department. 2. Students who fail the core courses should retake core courses. 3. Students who don't complete core courses cannot graduate.
Core Course Title (College of Management)	Credits	Notes																								
1. Strategic Management	3	Select 2 courses from the list, with Marketing Management as a required course.  Overtaking can be counted as elective credits.																								
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1. Multivariate Analysis		3																								
2. Marketing Research (II)		3																								
VII. Prerequisite Courses (not included in graduation credits): <u>0</u> credits	According to NCHU graduate regulation, students should take certain prerequisite courses at the undergraduate level, which are decided by advisors and chairperson. Prerequisite credits will not be counted as graduation credits. Students are not eligible to attend the thesis defense until they complete the prerequisite courses.																									
VIII. Thesis defense: 1. Students should discuss with their advisors prior to the end of first academic year. 2. Students must get the certification of "Education on Academic and Research Ethics" course before the application of the oral defense. 3. Students who complete minimum of enrollment, fulfill graduation credits, and complete the draft of thesis should apply for oral defense at least 20 days prior to the oral defense. The passing grade for defense is 70.	Oral defense comprises 50% of graduation grade. Students must learn "Education on Academic and Research Ethics" course and take the exam to obtain the certificate form the Center for Taiwan Academic Research Ethics Education website. Each department may additionally require the completion of professional academic research ethics education workshops, which will be implemented according to the regulations established by each department. Master thesis should be written in English and oral defense should be carried out in English. Students who fail oral defense within enrollment should retake it next semester or year. If students who retake oral defense fail again, their study will be terminated. The grade of those who pass retaking the oral defense is uniformly calculated at 70.																									
IX. Others:																										

### List of the profession elective course of the department

Course Title	Semester /Year	Credits	Course Title	Semester /Year	Credits
1. Marketing Planning & Strategy	Semester	3	34. Sustainable Development in Data Science: Environmental, Economical, Managerial, and Health Perspectives (Advanced Course)	Semester	1
2. Current Issues and Directions for Marketing (Advanced Course)	Semester	3	35. Social Network Marketing Analytics	Semester	3
3. Consumer Behavior Theory	Semester	3	36. Data Analytics for Marketing Research (Advanced Course)	Semester	2
4. Seminar on Consumer Research	Semester	3	37. Customer Relationship Management (Advanced Course)	Semester	3
5. Marketing Theory	Semester	3	38. The Psychology of Color in Marketing (Advanced Course)	Semester	3
6. Service Marketing and Management	Semester	3	39. Regression Analysis (Advanced Course)	Semester	3
7. Brand Management and Strategy	Semester	3	40. Thesis	Year	6
8. Decision of Logistics and Marketing	Semester	3	41. Econometrics (I) (Advanced Course)	Semester	3
9. Electronic Commerce and Marketing	Semester	3			
10. Econometrics (II)	Semester	3			
11. Time Series Analysis	Semester	3			
12. Management Science	Semester	3			
13. Analytical Models in Marketing	Semester	3			
14. Social Structure and Marketing	Semester	3			
15. Product Strategy and Management	Semester	3			
16. Applied Marketing Analytics	Semester	3			
17. Marketing of High Technology	Semester	3			
18. Advertising and Marketing Communications	Semester	3			
19. Integrated Marketing Communication (Advanced Course)	Semester	3			
20. Pricing Strategy (Advanced Course)	Semester	3			
21. Qualitative Research Methods – offered by Graduate Institute of Sports and Health Management	Semester	3			
22. Social Marketing	Semester	3			
23. Sales Management (II)	Semester	3			
24. Channel Strategy and Management	Semester	3			
25. Global Logistics Management	Semester	3			
26. Application of Simulation Theory in the Social Sciences	Semester	3			
27. Seminar on Distribution Management	Semester	3			
28. International Marketing Management	Semester	3			
29. International Market Analysis	Semester	3			
30. Trade and Marketing	Semester	3			
31. Multicultures and Marketing Strategy	Semester	3			
32. Seminar on Strategic Marketing Management	Semester	3			
33. Contemporary English Thesis Writing & Presentation (Advanced Course)	Semester	3			

**Notes:**

1. The minimum of professional elective credits: 24 credits
2. The elective courses above are from the curriculum map and may not be offered due to insufficient enrollment.