行銷與流通管理系 四技 112 學年度入學課程結構規劃表 1130417

2024 Curricula for the Day School (4-year College Program) in Department of Marketing and Distribution Management

2021 Culticula 101 die		`	st Academic Year			Academic Year		三年級 3 rd Academic Year			四年級 4th Academic Year				
			第一學期	第二學期	第一學期	3	第二學	期	第一學期	第二學期]	第一學	期	第二學	期
課程類別 Course Category		Semester 1	Semester 2	Semester 1		Semester		Semester 1	Semester 2		Semeste		Semester		
		課程名稱 字	等 課程名稱 By Course Name	等数 Using Expression Report Production Produ	時數 Hours	課程名稱 Course Name	學分數 Credits	課程名稱 Course Name 等分數 Credits	課程名稱 Course Name Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	課程名稱 Course Name	學分數 Credits	
		中文閱讀與 表達(一) Chinese Reading and Expression (I)	中文閱讀與 表達(二) 2 Chinese Reading and Expression (II)	2			,	V.							
	校共同必修課程 University-wide Common Core Requirements 應修學分數 12學分		實用英文(一) Practical 2 English (1)	實用英文(二) 2 Practical 2 2 English (2)	實用英文(三) Practical 2 English (3)	2	實用英文(四) Practical English (4)	2 2							
(12 credits)		體育(一) Physical 0 Education (1) 服務教育(一)	體育(二) 2 Physical 0 2 Education (2) 服務教育(二)	2		體育(四)	0 2								
校訂 通識 University General Education 上級								and Innovation							
通識 課程 General Education Courses	Domains 人文與創意美感 Humanities and Creative Aesthetics		博雅通識/學分數/時 Course Name/Credits												
	科技與數位知能 Technology and Digital Literacy 排雅	應修學分數 14學分	博雅通識/學分數/時數 Course Name/Credits/Hours												
	通識 Society and Physica and Mental Well-Curriculum being	l 課群) (min. required: 14 credits	博雅通識/學分數/時 Course Name/Credits												
	History and	B史與多元思維 across at least 3	博雅通識/學分數/時 Course Name/Credite	數 s/Hours											
	全球與永續議題 Global and Sustainable Issues	(mr)	博雅通識/學分數/時 Course Name/Credits												

			一年級1	st Academic Year	二年級 2㎡	¹ Academic Year	三年級 3rd	Academic Year	四年級 4 th	Academic Year
		第一學期	第二學期	第一學期	第二學期	第一學期	第二學期	第一學期	第二學期	
	課程類別		Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
	Course Category		課程名稱 Course Name P分數 Credits	時 課程名稱 Course Name State of the state of th	課程名稱 Course Name Credits	課程名稱 Course Name 學分數 Credits	課程名稱 Course Name P分數 Credits	學分數 Credits Warne Name	課程名稱 Course Name 學分數 Credits	課程名稱 Course Name Course Name
	通識微學分		通識微學分(一)/1 G	Seneral education micro-c	credits course 1/1、通	. 識微學分(二)/1 Gener	al education micro-cr		戦微學分(三)/1 Genera	al education micro-
	General Education			通識微學分(四)/1 Gener iicro-credits course 6/1、						
	Micro-credits			General education micro-c					reneral education micr	o-credits course 8/1
學院共同 課程(由學 院開課)	必修 Required	應修課程數 門/應修學分 分數 2 學分 Number of Courses I Needed/ Credits Needed 2	企業倫理與永綺 Business Ethi							
College Common Courses	選修 Elective	惠修課程數/ 應修學分數 Number of Courses Needed/ Credits Needed	機器學習/3/3] 智慧科技/3/3]	Machine Learning Business Ethics						
系專業 課程 Departmental Professional Courses	必修 Required	應修課程數 21 門/應修 學分數 60 學分 Number of Courses Needed 21/ Credits Needed 60	(一) Marketing Managemen t 經濟學 (一) Economics 商用數學 Business Mathemati cs 流通管理	(二) Marketing Managemen t 3 經濟學 3 3 (二) Economics	(一) Statistic s 零售管理 Retail Managemen t 消費者行 為 Consumer Behavior 資料庫管 理	(二) Statisti cs 零售管理 Retail Manageme nt 消費者行 為 Consumer Behavior 資料庫管 理 Database Manageme nt 3 3	Marketin g Channel Strategy and Manageme nt	Marketin g Channel	實務專題 2 2 (下) Case Study & Practices	實務專題 2 2 (下) Case Study & Practices

	一年級1	一年級 1st Academic Year		二年級 2 nd Academic Year		Academic Year	四年級 4th Academic Year		
	第一學期	第二學期	第一學期	第二學期	第一學期	第二學期	第一學期	第二學期	
課程類別	Semester 1 學	Semester 2 學 _時	Semester 1 學 _時	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2 學 및	
Course Category	課程名稱 數	古 課程名稱 分數	課程名稱 Course Name Credits	課程名稱 Course Name Course Name	學分數 Credits Course Name	課程名稱 Course Name P分數 Credits	課程名稱 Course Name P分數 Credits	課程名稱 Hours Course Name	
	t 商管程式 與應用 Fundament als of Business Programmi ng 商用英文 Commercia	3 Managemen 3 3 t 商管程式 與應用 3 Fundament als of Business Programming 商用英文 Commercia 1 English 3 3			服務業行 銷 3 3 Service Marketin g 連鎖企業 3 3 管理 Chain Store Managem ent	論文寫作 專題 Topics on Thesis Study 服務業行 銷 Service Marketin g 連鎖企業 管理 Chain Store Managem ent			
選修 Narketing Planning Selective Program Control of the Program Cont	學分數學分 學分 edits ded38		品牌管理/3/3 Brand Managen 整合行銷溝通/3 Integrated Man Communication	3/3 rketing	銷售管理/3/3 Sales Managemene 產品發展管理/3/3 Product Develor Management 訂價管理/3/3 Pricing Management 新行銷/3/3 International 無店鋪行銷/3/3 Direct Marketi網路與社群行銷Internet and SMarketing 產業行銷/3/3 Industrial Mar顧客關係管理/3/3	ppment gement Marketing ng /3/3 Social Media			

	一年級 1st Academic Year	二年級 2 nd Acad	demic Year	三年級 3rd	Academic Year	四年級 4th Academic Year		
	第一學期 第二學其		第二學期	第一學期	第二學期	第一學期 第二學期		
課程類別 Course Category	Semester 1 Semester 2 学分 時 課程名稱 Course Name Creditis Semester 2	學時	Semester 2 學分數 Credits Fise Name	Semester 1 課程名稱 Course Name Course Name	Semester 2 課程名稱 Course Name	理程名稱 数 課程名稱 数 數		
	[65] [6	8		Customer Relat:	S			
	Management 行銷企劃實務/3/3							
				Practice of Man				
				Planning				
	專案實習/2/2	智慧零售實作/3/3		學期實習 1/9/9		業態專題/3/3		
	The Practice of Project	Intelligent Retai	_	Semester Intern	=	Practices of Business		
	Implementation	Implementation		國際流通管理/3/		Operation		
	暑期實習/2/2 Summer Internship	商品管理/3/3 Merchandise Manag		Global Distribu Management	ition	學期實習 2/9/9 Semester Internship 2		
	Summer Titternsirip	零售管理實務/3/3		門市服務管理/3/	/3	企業實習 3/1/1		
		, /,,	, /,		s Service	Enterprise Internship 3		
						-		
		賣場陳列與佈置/3/3 Business Automation		企業實習 1/1/1				
流通營運學程				Enterprise Internship 1				
Distribution and Operations Program				企業實習 2/1/1				
Operations Program				Enterprise Inte	-			
				服務業作業管理/3/3 Service Operation Management				
				商店規劃與設計	_			
				Store Layout a				
				大型店經營實務	/3/3			
				The Managerial P	ractices of Large			
	心理學 3/3	財務報表分析/3/3		Retailers 上數據姿刻八七	海庭田/9/9			
	Psychology			大數據資料分析與應用/3/3 ent Big Data Analytics and				
廿 从 亩 米 辉 众	會計學/3/3	創新管理/3/3		Applications				
其他專業選修課程	Accounting		Innovation Management		RFID 與物聯網概論/3/3			
Other Elective	策略行銷/3/3	商業自動化/3/3		Introduction to	o Radio			
Courses	Strategic Marketing	Business Automati		Frequency Identification and				
		行銷研究問卷資料分	行銷研究問卷資料分析/3/3		Internet of Things			
				智慧商務導論/3/	/3			

	一年級 1st Academic Year		二年級 2 nd Academic Year		三年級 3rd	Academic Year	四年級 4th Academic Year			
	第一學期	第二學期	第一學期	第二學期	第一學期	第二學期	第一學期	第二學期		
課程類別	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2		
Course Category	課程名稱 學分數 Credits	課程名稱 Course Name P分數 Credits	課程名稱 Course Name 學分數 Credits	學分數 Credits Ware Name Course Name	課程名稱 Course Name P分數 Credits Course Name	課程名稱 Course Name	課程名稱 Course Name P分數 Credits	課程名稱 Pourse Name Post Hours		
			Marketing research	arch	Introduction for					
			questionnaire	material	Productivity o	f Business				
			analysis		Service					
			組織行為/3/3		智慧科技/3/3					
			Organizational Be	ehavior	Smart Technology					
					虚實整合新零售	專題/3/3				
					New online and	offline				
					retailing research	arch				
					策略管理/3/3					
					Strategic Manage					
					人力資源管理/3.					
					Human Resource	_				
					商業模式與創新					
					Business Model	s and				
					Innovation					
					電子商務與網路					
					Ecommerce and					
					Shopping Platfo	orm				
					數位創業/3/3					
					Digital Entrep	reneurship				
					行動商務/3/3					
					Mobile Commerce	е				
					服務創新/3/3					
					Service Innovatio	n				

備註:

- 一、畢業總學分數為 128 學分。
- 二、必修 62 學分,選修 38 學分。(不含校共同必修課程及通識課程的學分數)
- 三、校共同必修課程及通識課程28學分;相關規定依據本校「共同教育課程實施辦法」、「共同教育課程結構規劃表」及「語言教學實施要點」。
- 四、須修滿英(外)語 8 學分,本國籍學生英語畢業門檻為等同 CEFR B1 以上程度之各類英檢成績;各系自訂英語畢業門檻高於校訂者,另依該系規定。在學期間參加 2 次各類英檢考試,未通過者,須提出考試成績證明始得以下列其中一種方式通過:1.通過校內英語畢業門檻檢定考試。2.參加一期外語教育中心開設之短期英文加強課程,並符合課程簡章規定。3.修讀並通過就讀院系開設 2 學分以上全英授課專業課程 1 門。多益成績達 550 分(或等同 CEFR B1 等級)以上者得免修大一英語(4 學分);多益成績達 785 分(或等同 CEFR B2 等級)以上

者得免修大一、大二英語(8學分),但須選修主題式英語或其他外語課程補足語言畢業學分數。其他外語課程請參閱外語教育中心課程結構規劃表。

- 五、學生修讀所屬學院之「學院共同課程」應認列為本系專業課程學分;修讀所屬學院之「學院跨領域課程」或其他學院開課之課程,則認 列為外系課程學分。
- 六、系所訂定條件(學程、檢定、證照、承認外系學分及其他)
 - A. 承認外系課程 12 學分。
 - B. 行銷管理(一)當學期未通過者, 不得選修行銷管理(二)(擋修)。
 - C. 凡未修過高中(職)「會計學」課程者,需修讀本系開設「會計學」課程。
 - D. 畢業前須修讀 3 門 EMI 課程 (每門 EMI 課程開課學分數,至少 2 學分(含)以上)。

Notes:

- 1. Minimum credits required to graduate:128
- 2. Required courses:62 credits; elective courses: 38 credits (excluding credits earned from university-wide common core requirements and general education courses.
- 3. University-wide common core requirements and general education courses total <u>28</u> credits. The relevant regulations are based on the school's "Implementation Regulations of Courses in the College of General Education", "Course Schedule of College of the General Education," and "Implementation Regulations of Language Education".
- 4. <u>8</u> credits in English and/or a second foreign language are required to graduate.
 - A. The English proficiency graduation requirement for domestic students is CEFR B1 level or higher with related grade report or transcript. For departments with higher English proficiency requirements, the requirements will be in effect.
 - B. Students who fail to meet the graduation requirement after two attempts at English proficiency tests during their academic years may fulfill it by passing any of the following:
 - a) School's English proficiency graduation test,
 - b) Participation in a short-term English improvement course offered by the Foreign Language Education Center and compliance with the course regulations,
 - c) Taking and passing at least one professional course that adopts English as a Medium of Instruction (EMI) offered by the college or the department which is worth two or more credits.
 - C. Students with a TOEIC score of 550 or above (equivalent to CEFR B1 level) are exempt from Practical English (1) and (2) (4 credits); those achieving a TOEIC score of 785 or above (equivalent to CEFR B2 level) are exempt from Practical English (1), (2), (3) and (4) (8 credits), but must take elective courses like English for Specific Purposes (ESP) courses or other foreign languages to meet the English and/or second foreign language graduation credit requirements. For courses of other foreign languages, please refer to the course schedule of the Foreign Language Education Center.
- 5. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated departments' professional courses. However, credits earned from interdisciplinary courses offered either by their colleges or by other colleges will be accepted as credits earned from departments outside their own.
- 6. Departmental requirements (programs, certifications, licenses, recognition of external department credits, and other requirements): (The content is determined by each academic program.)
 - A. 12 credits from courses outside the department are recognized.
 - B. If Marketing Management I is not passed in a given semester, Marketing Management II cannot be taken (blocked course).
 - C. Students who have not taken "Accounting" in high school (vocational) must complete the "Accounting" course offered by this department.
 - D. Before graduation, students must complete 3 EMI courses (each EMI course must be at least 2 credits).