行銷與流通管理系 四技 113 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

	2024 Culli	cuia ioi uic	Day School (4-	year Conege I	rogram) m	Del	oar tillelit O	1 IVIA	keting and Distribution Management							
			一年級 1st	Academic Year	二年絲	及 2 nd	Academic Year	r	三年級 3 rd Academic Year			四年	四年級 4th Academic Year			
				第二學期	第一學具	期	第二學	期	第一學其	钥	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		Semeste		Semeste	r 1	Semester 2	
			課程名稱 Course Name Credits 等分數 Credits	Course Name Credits	課程名稱	學分數 Credits	課程名稱 Course Name	學分數 Credits	課程名稱 要 Course Name Course Name	文 數]	課程名稱 Course Name	學分數 Credits	時數 課程名稱 Course Name	學分數 Credits	细细力级	學分數 Credits
校共同必修課程 University-wide Common Core Requirements 應修學分數 12學分 (12 credits)			中文閱讀與 表達(一) Chinese Reading and Expression (I) 實用英文(一) Practical English (1) 體育(一) Physical Education (1) 服務教育(一) Community Service (1) 0 1	中文閱讀與 表達(二) Chinese Reading and Expression (II) 實用英文(二) Practical 2 2 English (2) 體育(二) Physical 0 2 Education (2) 服務教育(二) Community Service (2)	實用英文(三) Practical English (3) 體育(三)	2 2 0 2	實用英文(四) Practical English (4) 體育(四)	2 2 0 2								
	校訂 通識 University General Education Domains 基礎探索入門 Introduction to Basi Exploration	應修學分數 至少2學分 (min. required: 2 credits)		k Exploration in Arts	and Beauty、校	訂(二) É科技	運算與程式設 與永續 Sustain	計 Cor able M	nputing and Prog	gramm id Tecl	ning、校訂(≟ hnology、校	三)生命 訂(六	p與倫理 Life an)創意與創新 Cr	d Ethics eativity	、 and Innovation	
通識 課程 General Education Courses	人文與創意美感 Humanities and Creative Aesthetics		博雅通識/學分數/時數 Course Name/Credits/I	-												
	科技與數位知能 博雅 Technology and 通識 Digital Literacy	14學分	博雅通識/學分數/時數 Course Name/Credits/Hours													
	Liberal 社會與身心關懷 Curriculum Domains and Mental Well- being	(min. required: 14 credits across at least 3 different course	Course Name/Credits/I	博雅通識/學分數/時數 Course Name/Credits/Hours												
	歷史與多元思 History and Diversity of Thou		博雅通識/學分數/時數 Course Name/Credits/I													

			一年級	1 st 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 Course Category		Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2		
		課程名稱 數 Course Name Credits	時 課程名稱 数 Course Name 時數 Hours	學分數 Credits 課程名稱 Course Name	課程名稱 P分數 Credits Course Name	學分數 Credits 課程名稱 Course Name	課程名稱 Course Name By Credits	課程名稱 P分數 Credits Course Name	學分數 Credits 课程名稱 Course Name		
	全球與永續議題 Global and Sustainable Issues		博雅通識/學分數/B Course Name/Credi	诗數 its/Hours							
	通識微學分 General Education Micro-credits		credits course 3/1 · General education n	General education micro- 通識微學分(四)/1 Gene nicro-credits course 6/1 General education micro-	ral education micro-cre、、通識微學分(七)/1	edits course 4/1、通識 General education mic	微學分(五)/1 General cro-credits course 7/1、	education micro-cred 通識微學分(八)/1 C	lits course 5/1、、通訊	戦微學分(六)/1	
學院共同 課程(由學 院開課)	必修 Required		企業倫理與永 Business Ethi	責發展/2/2 ics and Sustainal	ble Development	/2/2					
College Common Courses	選修 Elective			Machine Learning Business Ethics			ion for Product	ivity of Busin	ness Service、		
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	經濟學 (一) Economics	3 行銷管理 3 3 (二) Marketing Managemen t	(一) Statistic s 零售管理 Retail Managemen t 消費者行 為 Consumer Behavior 3 3	(二) Statisti cs 零售管理 Retail Manageme nt 消費者行 為 Consumer Behavior	Marketin g Channel Strategy and Manageme nt 行銷研究 3 3 Marketin g	通路管理 3 3 Marketin g Channel Strategy and Manageme nt	(下) Case Study &	實務專題 2 2 (下) Case Study & Practices	

	一年級1	st Academic Year	二年級 21	nd Academic Year	三年級 3㎡	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 Course Name	寺 課程名稱 Physical Course Name Course Name Physical Physica	學分數 Credits Example Course Name	學分數 Credits Course Name	課程名稱 Course Name Physics Credits	課程名稱 Course Name 學分數 Credits	課程名稱 Course Name 字分數 Credits	課程名稱 學分數 Credits Course Name	
	Distribut 3 ion Managemen t 管理學 Managemen t 商管程式 與應用 3 Fundament als of Business Programmi ng 商用英文	B Distribut 3 3 ion Managemen t	理 Database Manageme nt	Manageme nt	論文寫作 專題 Topics on Thesis Study 服務業行 銷 Service	實務專題 (上) Case Study & Practices 論文宣作			
選修 行銷企劃學程 3 Elective Marketing Program	多學分數 8學分 Credits ieeded38		品牌管理/3/3 Brand Managem 整合行銷溝通/ Integrated Ma Communication	3/3 rketing	銷售管理/3/3 Sales Manageme 產品發展管理/3 Product Develo Management 訂價管理/3/3 Pricing Manag 國際行銷/3/3 International 無店鋪行銷/3/3 Direct Marketi	3/3 opment gement Marketing			

	一年級 1st A	cademic Year	二年級 2 nd	Academic Year	三年級 3 rd Academic Year 四年級 4 th Aca			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 時 Course Name Credits	課程名稱 Course Name P分數 Credits	課程名稱 Course Name 等分數 Credits	課程名稱 Course Name 時數 Hours	學分數 Credits 課程名稱 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 P分數 Credits Course Name
					網路與社群行銷	/3/3		
					Internet and So	ocial Media		
					Marketing			
					產業行銷/3/3			
					Industrial Mark	keting		
					顧客關係管理/3/	_		
					Customer Relati	ionship		
					Management			
					行銷企劃實務/3/	/3		
					Practice of Marke	ting Planning		
	專案實習/2/2		智慧零售實作/3		學期實習 1/9/9		業態專題/3/3	
	The Practice of	•	Intelligent Re	_	Semester Intern	<u> </u>	Practices of B	usiness
	Implementation		Implementation		國際流通管理/3/		Operation	
	暑期實習/2/2		商品管理/3/3		Global Distribu		學期實習 2/9/9	
	Summer Internsh	_	Merchandise Ma	_	Management		Semester Inter	nship 2
			零售管理實務/3		門市服務管理/3/		企業實習 3/1/1	
			Practicum of R		Retail Business	s Service	Enterprise Int	ernship 3
			Management		Management			
			賣場陳列與佈置		企業實習 1/1/1	1		
流通營運學程			Business Autom		Enterprise Inte	ernship I		
Distribution Program					企業實習 2/1/1	1: 0		
					Enterprise Inte 服務業作業管理/	_		
					R粉系作系管理/ Service Operation		_	
					商店規劃與設計	_	,	
					图店規劃與設計/ Store Layout at			
					otore Layout ar	iu i raillittig		
					大型店經營實務			
					The Managerial Pr Retailers	ractices of Large		

	一年級 1st A	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 P分數 Credits Expension Report Physics Provided Report Physics Phy	課程名稱 Course Name P分數 Credits	以 課程名稱 Course Name 財務報表分析/3	課程名稱 Course Name 以来程名稱 Course Name	學分數 Credits 學分數 Credits	課程名稱 Course Name	課程名稱 Course Name 等分數 Credits 時數 Hours	課程名稱 學分數 Credits Course Name		
	心理學 3/3		財務報表分析/3	/3	大數據資料分析	與應用/3/3				
	Psychology Analysis Financial Statement Big Data Analytics and									
	會計學/3/3		創新管理/3/3		Applications					
	Accounting		Innovation Man	agement	RFID與物聯網概	論/3/3				
	策略行銷/3/3		商業自動化/3/3		Introduction to	o Radio				
	Strategic Marketin	g	Business Autom	ation	Frequency Iden	tification and				
			行銷研究問卷資	料分析/3/3	Internet of Th	ings				
			Marketing rese	arch	智慧商務導論/3/3					
			questionnaire	material	Introduction for					
			analysis		Productivity of Business					
			組織行為/3/3		Service					
	Organizational Behavior 智慧科技/3/3									
					Smart Technolog					
					虚實整合新零售					
其他專業選修					New online and					
課程					retailing resea	arch				
Other Elective Courses					策略管理/3/3					
Courses					Strategic Manager					
					人力資源管理/3,					
					Human Resource					
					商業模式與創新					
					Business Models Innovation	s and				
					TIIIIOVALION 電子商務與網路	ut ル あ 人 /9 /9				
					电于商務與網路 Ecommerce and					
					Shopping Platfo					
					數位創業/3/3	OI III				
					數位創業/5/5 Digital Entrep	ranaurshin				
					行動商務/3/3	i ciicui siiip				
					Mobile Commerce	9				
					服務創新/3/3	C				
					Service Innovation	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) (如有教學分組,應於系所訂定條件一欄詳列各組別之畢業應修學分數)
- 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、學院訂定條件:

- 七、系所訂定條件(學程、檢定、證照、承認外系學分、擋修規定、各教學分組之畢業應修學分數及其他)
 - 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; if there are different teaching divisions, please list the minimum credits required to graduate for each teaching division under the "Departmental requirements" section.)
- 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. <u>College requirements:</u>
- 7. Departmental requirements (programs, certifications, licenses, recognition of external department credits, <u>prerequisite requirements</u>, <u>credits needed for each teaching division</u>, and other requirements):
 - 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).