Advertising Department Courses Outline
for All Students Entering in 2011-12 Academic Year

Course	Credits
Ming Chuan Required Courses	28
School of Communication Required Courses	46
Advertising Department Required Courses	16
Elective Courses (Only 20 elective credits outside the department can be counted to the major requirements.)	38
Total Graduation Credits	128

Ming Chuan Core Required Courses

	Ming Chuan Core Required Courses	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
Ming Chuan Required Courses	IT－Office Applications	2	2	2							
	IT－Data Processing	2	2		2						
	Chinese Literature: Appreciation and Creative Writing	4	4	2	2						
	Practical English（I、II）	4	4	2	2						
	Practical English （III、IV）	2	2			1	1				
	Practical English （V、VI）	2	2					1	1		
	Practical English（VII、VIII）	0	0							0	0
	Learning and Service	0	0	0	0	0	0	0	0	0	0
	General Education courses	12									

School of Communication Required Courses

	Communication Department Required Courses	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
News Basic Courses	News Principles and Editing I	2	2	2							
	News Principles and Editing II	2	2		2						
	News Reporting and Writing I	2	2	2							
	News Reporting and Writing II	2	2		2						
Radio Basic Course	Visual Communication	2	2	2							
	Introduction to Electronic Media	2	2		2						
	Radio Program Production	2	2	2							
	Television Program Production	2	2		2						
Advertising Basic Course	Advertising	2	2	2							
	Advertising Practices	2	2		2						
	Introduction to Public Relations	2	2			2					
	Public Relations Practices	2	2				2				
Common Course	Practices in Photography	2	2	2							
	Communication Practices	6	6					3	3		
	Special Lecture Series on Mass Communication	2	2			2					
Communication Theory Course	Principles of Communication I	2	2			2					
	Principles of Communication II	2	2				2				
	Communication Research Methods I	2	2			2					
	Communication Research Methods II	2	2				2				
	Thesis Writing	2	2						2		
	Graduation Thesis	2	2							2	

Advertising Department Courses

		Integrated Marketing Courses	Credits	Hours	1st year		2nd year		3rd year		4th year	
					1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
					class	class	class	class	class	class	class	class
Advertising Department	Required Courses	Public Relations Planning	2	2					2			
		Consumer Behavior	2	2						2		
		Integrated Marketing Communications	2	2						2		
		Network Marketing	2	2					2			
		Brand Management Courses	Credits	Hours	1st year		2nd year		3rd year		4th year	
					1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
					class	class	class	class	class	class	class	class
		Brand Management	2	2						2		
		Principles of Marketing	2	2					2			
		Advertising Planning	2	2					2			
		Internet Advertising	2	2						2		
	Elective Courses	Corporate Public Relations	2	2					2			
		Public Relations Strategy	2	2					2			
		Case Studies in Public Relations	2	2						2		
		Politics and Public Relations	2	2						2		
		Crisis Communication	2	2						2		
		Social marketing	2	2							2	
		Event marketing	2	2							2	
		Marketing in Creative and Cultural Industries	2	2								2
		Advertising Creativity:Concept and Practice	2	2					2			
		Creative Strategy	2	2						2		
		Advertising Strategy	2	2					2			
		Brand Strategy	2	2						2		
		Media planning and buying	2	2						2		
		Case Studies in Advertising	2	2							2	
		Advertising Research	2	2							2	
		Brand Case Study	2	2								2

Elective Courses

	Language training courses	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
Elective Courses	Mandarin phonetics	1	1			1					
	Advanced Mandarin phonetics	1	1				1				
	Taiwanese phonetics	1	1			1					
	Advanced Taiwanese phonetics	1	1				1				
	English Reporting I	1	1			1	1				
	English for Special Purposes I	2	2			2					
	English for Special Purposes II	2	2				2				
	English Reporting II	1	1					1	1		

	Social science courses	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
Required Courses	Economics	2	2		2						
	Statistics in Communication Research	2	2			2					
Elective Courses	Social science courses										
	Psychology	2	2	2							
	Politics	2	2			2					
	Sociology	2	2				2				
	International Relations	2	2			2					
	Social Psychology	2	2					2			
	Linguistics	2	2						2		
	Contemporary Social Problems	2	2						2		
	Cultural Studies	2	2							2	

	Computer Advanced Course	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
Elective Courses	Applied Information Technology: Multimedia	2	2			2					
	Applied Information Technology: Networking	2	2				2				

	Communication courses in China	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
Elective Courses	Communication Research in China	2	2				2				
	China Information Industry Topics	2	2			2					
	Special radio and television industry in China	2	2				2				
	Special Advertising Industry in China	2	2			2					
	Digital Content Industry in China Topics	2	2				2				

	Communication Theory Course	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
Elective Courses	Communication History	2	2			2					
	Media Sociology	4	4					2	2		
	Oral communication									2	
	Political Communication	2	2							2	
	Organizational Communication	2	2							2	
	Interpersonal Communication	2	2							2	
	Dissemination of works Readings（一）	2	2							2	
	Dissemination of works Readings（二）	2	2								2
	Communication Ethics	2	2							2	
	International Communication	2	2								2
	Communication Law	2	2								2
	Media Criticism	2	2								2
	Media literacy	2	2			2					

	Media Management Course	Credits	Hours	1st year		2nd year		3rd year		4th year	
				1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester	1st semester	2nd semester
				class	class	class	class	class	class	class	class
Elective Courses	Business management	2	2			2					
	Accounting	2	2				2				
	Communication Business Management	2	2					2			
	Public Relation Management	2	2								2
	Advertising Business Manager	2	2								2
	Dissemination of practical topics	4	4							2	2
	Media Marketing and Promotions	2	2								2
	Media Market Strategy	2	2								2