

銘傳大學傳播學院  
 「整合行銷學分學程」課程架構表  
**Ming Chuan University School of Communication**  
**Integrated Marketing Focused Course Program Curriculum**

執行單位：廣銷學系(103.4.18 修訂)  
 Executing unit: Department of Advertising and Strategic Marketing  
 (Revised on April 18, 2014)

課程類型 Course Type	科目代號 Course Code	課程名稱 Course Name	學分數 Credits	備註 Remarks
必修 Required	34337	整合行銷傳播 Integrated Marketing Communications	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
必修 Required	34112	公共關係 Public Relations	2	廣銷系、新傳系、新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
必修 Required	34223	廣告創意 Advertising Creativity	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
必修 Required	34323	媒體企劃與購買 Media Planning and Purchasing	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	34323	傳播原理(一) Principles of Communication I	2	廣銷系、新傳系、新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修 Elective	34323	傳播原理(二) Principles of Communication II	2	廣銷系、新傳系、新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修 Elective	32102	電子媒介概論 Introduction to Electronic	2	廣銷系、新傳系、新聞系、廣電系 Department of Advertising and Strategic Marketing

		Media		Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修 Elective	34111	廣告學 Advertising	2	廣銷系、新傳系、新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修 Elective	26301	策略品牌管理 Strategic Brand Management	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	32103	廣播節目製作 Radio Program Production	2	廣播電視學系 Radio and TV Department
選修 Elective	32104	電視節目製作 Television Production	2	廣播電視學系 Radio and TV Department
選修 Elective	33320	電視新聞製作 Television News Production	2	新聞學系 Journalism Department
選修 Elective	33319	廣播新聞製作 Radio News Production	2	新聞學系 Journalism Department
選修 Elective	32317	廣電市場分析 Broadcast Market Analysis	2	廣播電視學系 Radio and TV Department
選修 Elective	32316	廣電節目產製管理 Broadcast Program Production and Management	2	廣播電視學系 Radio and TV Department
選修 Elective	29309	電子商務 Electronic Commerce	2	新媒體暨傳播管理學系 Department of New Media and Communication Administration
選修 Elective	29461	危機傳播管理 Crisis Communication Management	2	新媒體暨傳播管理學系 Department of New Media and Communication Administration
選修 Elective	34426	顧客關係管理 Customer Relations Management	2	新媒體暨傳播管理學系 廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	34226	廣告文案 Advertising Copy Writing	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	34222	消費者洞悉 Consumer Insights	2	廣告暨策銷行銷學系 Department of Advertising and

				Strategic Marketing
選修 Elective	34232	企業公關 Corporate Public Relations	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	34324	文化創意行銷 Marketing in Creative and Cultural Industries	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	34338	公關個案研究 Case Studies in Public Relations	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	34340	新媒體行銷 New Media Marketing	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing
選修 Elective	34225	行銷原理 Principles of Marketing	2	廣告暨策銷行銷學系 Department of Advertising and Strategic Marketing

備註：Note:

1. 修習本學程學生必須修畢 8 學分必修課程及 12 學分選修課程，共 20 學分。其中至少應有 6 學分不屬於原學系及輔系之科目。  
Students must complete 20 credit hours, among which, 8 are required courses and 12 are elective credits; at least 6 credits shall come from the outside of the departments of the student's major and minor.
2. 本校之大學部學生，自行上網填寫電子化表單提出申請，經核可後始成為本學程的正式學員。未通過審核之學生亦可修習本學程課程，惟無法取得學分學程證明書。各課程之修習，以具有學程資格之學生優先。  
All undergraduate students of Ming Chuan University can apply for this program through electronic forms and be admitted upon approval. Students who have not yet been approved can take courses of the program, but cannot receive Focused Course Program certificates. Approved students have priority for enrolling in program courses.
3. 本必選修科目表之選修課程，可追溯至 102 學年度（含）以前申請學生適用。  
The elective courses listed for the curriculum can be applied to students who applied to the program prior to the 2013-14 academic year.
4. 學生選修傳播學院各系開設之學分學程，以及與企業管理學系合作開設之學分學程內的科目可視為本系專業選修；若選修非傳播學院之專業科目，則需經系主任同意，否則不視為系上專業選修，即不列入畢業學分。  
Students taking focused course programs offered by all departments of School of Communication and those in cooperation with Business Administration Department can count such courses as professional elective credits. Department Chair's approval is required when students choose to take professional courses from outside School of Communication; otherwise, the credits will not be deemed as professional electives and cannot be counted toward graduation.