

## Ming Chuan University Enforcement Rules for Advertising and Strategic Marketing Department

### Fundamental Professional Competencies Requirements

Discussed and passed at the Academic Affairs Committee Meeting on December 3, 2009

Passed at the Department Affairs Committee Meeting on May 10, 2010

Passed at the School Affairs Committee Meeting on May 10, 2010

Discussed, revised and passed at the Academic Affairs Committee Meeting on June 3, 2010

Revised and passed at the Department Curriculum Committee Meeting and the Department Affairs Committee Meeting on September 26, 2011

Passed at the School Curriculum Committee Meeting and the School Affairs Committee Meeting on September 26, 2011

Passed at the Academic Affairs Committee Meeting on December 15, 2011

**Revised and passed at the Academic Affairs Committee Meeting on May 14, 2015**

1. In accordance with Ming Chuan University Procedures for Proficiency-based Graduation Requirements, Ming Chuan University Enforcement Rules for Advertising and Strategic Marketing Department Fundamental Professional Competencies Requirements (herewith called the enforcement rules) were established to increase students' competitiveness for their future careers and higher education.
2. To attain graduation eligibility, undergraduate students admitted in the 2010-11 AY and beyond must meet the university graduation requirements for Service-Learning, English Proficiency, Information Technology Proficiency, Chinese Proficiency, and Sports Capability, as well as the Department prescribed standards for Fundamental Professional Competencies stated in these enforcement rules.
3. Students are required to meet the fundamental professional competencies outlined below during their period of study.

Fundamental Professional Competencies	Standards
Planning Ability	Students must be able to write an advertising related plan and pass the evaluation with a score of at least 70 points.
Practical Ability	<ol style="list-style-type: none"><li>1. Undergraduate students need to complete a two-week preparation training for a media center prior to beginning their third year of studies and complete off-campus internship (of at least one month) before entering their fourth year of studies. An internship report (minimum 1000 words) is also required after the internship is approved by the department.</li><li>2. Students must complete the training of Communication Practice 1 and 2, and pass review by the department.</li><li>3. Students must complete the Media Internship 1 course, and pass review by the department.</li></ol>
Problem Solving Ability	Students must complete graduation thesis or graduation work and pass the evaluation.
Future Career Competitiveness	Prior to graduation, students must complete the requirements stated in the Enforcement Rules for the Department Internship.

4. Prior to graduation, students who fail to meet the above requirements for Planning Ability must write additional specified plans set by the Department and pass the evaluation with at least 70 points to attain graduation eligibility.
5. Students who meet the graduation requirements for these fundamental professional competencies should submit relevant certificates or score reports to the Department. After completion of these procedures, the students will be verified as meeting the graduation requirements.

6. Upon being passed at the Department/School/University Academic Affairs Committee Meetings and approved by the President, these enforcement rules were implemented. Any revision must follow the same procedure.