

## Curriculum - BA Program, 113 Academic Year

## 學士班課程規劃表

College : Communication Department : Advertising & Public Relations Section:

傳播學院 廣告傳播學系

| Category<br>類別                                             | Module<br>模組                                    | Course Title<br>課程名稱                                                 | Course code<br>科目代碼 | R/E<br>選別 | Credits<br>學分 | Freshmen<br>一年級 |             | Sophomore<br>二年級 |             | Junior<br>三年級 |             | Senior<br>四年級 |             | minimum<br>credits for<br>this<br>category<br>類別最低 | minimum<br>credits for<br>this<br>module<br>模組最低 | Remarks<br>備註                                                                                                                                                                                                                  |
|------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------|---------------------|-----------|---------------|-----------------|-------------|------------------|-------------|---------------|-------------|---------------|-------------|----------------------------------------------------|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                            |                                                 |                                                                      |                     |           |               | First<br>上      | Second<br>下 | First<br>上       | Second<br>下 | First<br>上    | Second<br>下 | First<br>上    | Second<br>下 |                                                    |                                                  |                                                                                                                                                                                                                                |
| University Required<br>校訂必修                                |                                                 | Time for Advisor<br>導師時間                                             | 02795               | R<br>必    | 0             | 0               | 0           | 0                | 0           | 0             | 0           | 0             | 0           | 0                                                  | 0                                                |                                                                                                                                                                                                                                |
|                                                            |                                                 | 全民國防教育軍事訓練                                                           | 21020               | R<br>必    | 0             | 0               | 0           |                  |             |               |             |               |             | 0                                                  | 0                                                |                                                                                                                                                                                                                                |
| Holistic<br>Education<br>Program<br>of Study<br>全人教育<br>課程 | core<br>courses<br>核心課程                         | Intro. to U.Studies<br>大學入門                                          | 00155               | R<br>必    | 2             | 2               |             |                  |             |               |             |               |             | 32                                                 | 8                                                |                                                                                                                                                                                                                                |
|                                                            |                                                 | Philosophy of Life<br>人生哲學                                           | 00007               | R<br>必    | 4             |                 |             |                  |             | 2             | 2           |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Professional Ethics<br>專業倫理                                          | 00350               | R<br>必    | 2             |                 |             |                  |             |               |             | 2             |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Physical Education<br>體育                                             |                     | R<br>必    | 0             | 0               | 0           | 0                | 0           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            | Fundame<br>ntal Skills<br>Courses<br>基本能力<br>課程 | Chinese<br>國文                                                        |                     | R<br>必    | 4             | 2               | 2           |                  |             |               |             |               |             |                                                    | 12                                               | At least 4 credits of English. If the English language ability is reach CEFR B2 level, student can apply to take 2nd Foreign languages instead of English.<br>英文至少4學分，但通過全民英檢中高級複試者，得免修英文，逕選修讀第二外語課程。                          |
|                                                            |                                                 | Foreign Language<br>外國語文                                             |                     | R<br>必    | 8             | 2               | 2           |                  | 2           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Information Literacy<br>資訊素養                                         |                     | R<br>必    | 0             |                 |             |                  | 2           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            | General<br>Education<br>Courses<br>通識通養<br>課程   | Humanities & Arts<br>人文與藝術通識領域                                       |                     | G<br>通    | 4             |                 |             |                  |             |               |             |               |             |                                                    | 12                                               | There will be no school-wide compulsory courses. Students need to take related courses or pass the school's basic information ability test as a graduation condition.<br>不開設全校性必修課程，改以學生需通過本校資訊基本能力檢定為畢業條件，檢定方式採認證或修讀相關課程方式抵免。 |
|                                                            |                                                 | Nature & Technology<br>自然與科技通識領域                                     |                     | G<br>通    | 4             |                 |             |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Social Sciences<br>社會科學通識領域                                          |                     | G<br>通    | 4             |                 |             |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
| Department<br>Required<br>courses<br>必修科目                  |                                                 | Principles of Marketing<br>行銷原理                                      | 01482               | R<br>必    | 4             | 2               | 2           |                  |             |               |             |               |             | 64                                                 | 64                                               |                                                                                                                                                                                                                                |
|                                                            |                                                 | Sociology<br>社會學                                                     | 01728               | R<br>必    | 2             |                 | 2           |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Theory of Advertising<br>廣告學                                         | 02701               | R<br>必    | 3             | 3               |             |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Economics<br>經濟學                                                     | 02457               | R<br>必    | 2             | 2               |             |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Introduction to Public Relations<br>公共關係概論                           | 01163               | R<br>必    | 2             | 2               |             |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Design Theory and Practice<br>設計理論與實踐                                | 35595               | R<br>必    | 3             | 3               |             |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Mass Communication Theories<br>傳播理論                                  | 02373               | R<br>必    | 3             |                 |             |                  | 3           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Psychology<br>心理學                                                    | 01195               | R<br>必    | 2             |                 | 2           |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Information and Visual Design<br>視覺與訊息設計                             | 03863               | R<br>必    | 2             |                 | 2           |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | The Application of Statistical Software in Communication<br>傳播統計電腦應用 | 10631               | R<br>必    | 3             |                 | 3           |                  |             |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Consumer Behavior<br>消費行為                                            | 01950               | R<br>必    | 3             |                 |             |                  | 3           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Marketing Strategy<br>行銷策略                                           | 06814               | R<br>必    | 3             |                 |             |                  | 3           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Marketing Research Methods<br>市場調查                                   | 01314               | R<br>必    | 2             |                 |             |                  | 2           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |
|                                                            |                                                 | Special Topics in Marketing Communication<br>行銷傳播專題-英                | 24651               | R<br>必    | 2             |                 |             |                  | 2           |               |             |               |             |                                                    |                                                  |                                                                                                                                                                                                                                |

|                                                      |                                                 |                                              |                                           |         |    |                       |                                                                   |    |                                           |     |  |   |   |  |  |  |  |  |
|------------------------------------------------------|-------------------------------------------------|----------------------------------------------|-------------------------------------------|---------|----|-----------------------|-------------------------------------------------------------------|----|-------------------------------------------|-----|--|---|---|--|--|--|--|--|
|                                                      | Public Relations Writing<br>公關寫作                | 06683                                        | R<br>必                                    | 2       |    |                       | 2                                                                 |    |                                           |     |  |   |   |  |  |  |  |  |
|                                                      | Research Methods in Communication<br>傳播研究方法     | 02370                                        | R<br>必                                    | 3       |    |                       |                                                                   | 3  |                                           |     |  |   |   |  |  |  |  |  |
|                                                      | Introduction to Digital Communication<br>數位傳播概論 | 35274                                        | R<br>必                                    | 2       |    |                       |                                                                   | 2  |                                           |     |  |   |   |  |  |  |  |  |
|                                                      | Advertising Copywriting<br>廣告文案寫作               | 07723                                        | R<br>必                                    | 2       |    |                       |                                                                   | 2  |                                           |     |  |   |   |  |  |  |  |  |
|                                                      | Media Planning<br>媒體企劃                          | 02277                                        | R<br>必                                    | 2       |    |                       |                                                                   |    | 2                                         |     |  |   |   |  |  |  |  |  |
|                                                      | Advertising Strategy and Planning<br>廣告策略與企劃    | 05128                                        | R<br>必                                    | 3       |    |                       |                                                                   |    | 3                                         |     |  |   |   |  |  |  |  |  |
|                                                      | Public Relations Strategy & Planning<br>公關策略與企劃 | 06311                                        | R<br>必                                    | 3       |    |                       |                                                                   |    |                                           |     |  |   |   |  |  |  |  |  |
|                                                      | Martech and Big Data Analysis<br>行銷科技與大數據分析     | 35594                                        | R<br>必                                    | 3       |    |                       |                                                                   |    |                                           |     |  |   |   |  |  |  |  |  |
|                                                      | 廣告企劃實務<br>Practice of Advertising Strategy      | 19724                                        | R<br>必                                    | 2       |    |                       |                                                                   |    |                                           |     |  |   |   |  |  |  |  |  |
|                                                      | Special Event Planning<br>廣告專業活動企劃              | 06681                                        | R<br>必                                    | 2       |    |                       |                                                                   |    |                                           |     |  | 2 |   |  |  |  |  |  |
|                                                      | Special Project<br>專業實務製作                       | 05127                                        | R<br>必                                    | 2       |    |                       |                                                                   |    |                                           |     |  | 2 |   |  |  |  |  |  |
|                                                      | Professional Ethics--Advertising Ethics<br>廣告法規 | 08739                                        | R<br>必                                    | 2       |    |                       |                                                                   |    |                                           |     |  |   | 2 |  |  |  |  |  |
| Holistic Education Program of Study (A)<br>全人教育課程學分數 | 32                                              | Department Required courses (B)<br>院系必修必選學分數 | Required<br>必修<br>Advanced Election<br>必選 | 64<br>0 | 64 | Election (C)<br>選修學分數 | Advanced Election in department<br>專業選修<br>Other Election<br>其他選修 | 32 | Credits for Graduation A + B + C<br>畢業學分數 | 128 |  |   |   |  |  |  |  |  |

| Course Title<br>課程名稱                                         | Course code<br>科目代碼 | R/E<br>選別 | Credits<br>學分 | Freshmen<br>一年級 |             | Sophomore<br>二年級 |             | Junior<br>三年級 |             | Senior<br>四年級 |             | minimum<br>credits for<br>this<br>category<br>類別最低<br>應修 | minimum<br>credits for<br>this<br>module | Remarks<br>備註 |
|--------------------------------------------------------------|---------------------|-----------|---------------|-----------------|-------------|------------------|-------------|---------------|-------------|---------------|-------------|----------------------------------------------------------|------------------------------------------|---------------|
|                                                              |                     |           |               | First<br>上      | Second<br>下 | First<br>上       | Second<br>下 | First<br>上    | Second<br>下 | First<br>上    | Second<br>下 |                                                          |                                          |               |
| Design Drawing<br>設計素描                                       | 02245               | E<br>選    | 2             | 2               |             |                  |             |               |             |               |             |                                                          |                                          |               |
| Computer Graphic Art<br>電腦繪圖                                 | 02569A              | E<br>選    | 2             | 2               |             |                  |             |               |             |               |             |                                                          |                                          |               |
| Principle and Practicum of Photography<br>攝影原理與實務            | 10315A              | E<br>選    | 2             | 2               |             |                  |             |               |             |               |             |                                                          |                                          |               |
| The truth of AD<br>廣告真相101                                   | 32477               | E<br>選    | 1             | 1               |             |                  |             |               |             |               |             |                                                          |                                          |               |
| Computer Image Processing<br>電腦影像處理                          | 7320                | E<br>選    | 2             |                 |             |                  |             |               |             |               |             |                                                          |                                          |               |
| Design Painting<br>設計繪畫                                      | 06950               | E<br>選    | 2             |                 |             |                  |             |               |             |               |             |                                                          |                                          |               |
| Psychology of Advertisement<br>廣告心理學                         | 02682               | E<br>選    | 2             |                 |             | 2                |             |               |             |               |             |                                                          |                                          |               |
| Advertising Design<br>廣告設計                                   | 02691               | E<br>選    | 4             |                 |             | 2                | 2           |               |             |               |             |                                                          |                                          |               |
| Theory of Creativity<br>創意原理                                 | 21021               | E<br>選    | 2             |                 |             | 2                |             |               |             |               |             |                                                          |                                          |               |
| Commercial Photography<br>商業攝影                               | 03365               | E<br>選    | 2             |                 |             | 2                |             |               |             |               |             |                                                          |                                          |               |
| Advertising Creativity<br>廣告創意導論                             | 03369               | E<br>選    | 2             |                 |             |                  | 2           |               |             |               |             |                                                          |                                          |               |
| Commercial Video Production<br>數位廣告影片製作                      | 33416               | E<br>選    | 2             |                 |             |                  | 2           |               |             |               |             |                                                          |                                          |               |
| Communication Technology & Strategic Planning<br>傳播科技與策略規劃   | 36831               | E<br>選    | 2             |                 |             |                  |             | 2             |             |               |             |                                                          |                                          |               |
| Seminar in Integrated Marketing<br>Communication<br>整合行銷傳播專題 | 08085               | E<br>選    | 2             |                 |             |                  |             | 2             |             |               |             |                                                          |                                          |               |

**Elective  
Courses  
選修課程**

|                                                                                              |       |        |   |  |  |  |  |   |   |   |   |  |  |  |
|----------------------------------------------------------------------------------------------|-------|--------|---|--|--|--|--|---|---|---|---|--|--|--|
| Online Media Design<br>網路廣告製作與設計                                                             | 09406 | E<br>選 | 2 |  |  |  |  | 2 |   |   |   |  |  |  |
| Integration & Practice of Digital Marketing & IT<br>資訊化廣告實務演練                                | 24652 | E<br>選 | 3 |  |  |  |  | 3 |   |   |   |  |  |  |
| Case Study in Digital Media<br>數位案例分析                                                        | 23393 | E<br>選 | 2 |  |  |  |  | 2 |   |   |   |  |  |  |
| Designing Brand Identity<br>品牌識別設計                                                           | 36830 | E<br>選 | 2 |  |  |  |  | 2 |   |   |   |  |  |  |
| Seminar on Corporate Social Responsibility and<br>Social Entrepreneurship<br>企業社會責任與社會企業專題-英 | 36226 | E<br>選 | 3 |  |  |  |  | 3 |   |   |   |  |  |  |
| Innovative and Practical of Media Data<br>媒體數據實務與創新運用                                        | 36230 | E<br>選 | 2 |  |  |  |  | 2 |   |   |   |  |  |  |
| Curatorial Practice<br>策展實務                                                                  | 33760 | E<br>選 | 2 |  |  |  |  |   | 2 |   |   |  |  |  |
| Digital Public Relations<br>數位公關                                                             | 34344 | E<br>選 | 2 |  |  |  |  |   | 2 |   |   |  |  |  |
| Performance Marketing<br>績效行銷                                                                | 23277 | E<br>選 | 2 |  |  |  |  |   | 2 |   |   |  |  |  |
| Media Planning Practice<br>媒體企劃實務                                                            | 08078 | E<br>選 | 2 |  |  |  |  |   | 2 |   |   |  |  |  |
| Commercial Video Post- Production<br>數位廣告影片後期製作                                              | 33417 | E<br>選 | 2 |  |  |  |  |   | 2 |   |   |  |  |  |
| Brand Marketing Communications<br>品牌行銷傳播                                                     | 15844 | E<br>選 | 2 |  |  |  |  |   | 2 |   |   |  |  |  |
| Special Event Planning<br>廣告專案活動企劃                                                           | 06681 | E<br>選 | 2 |  |  |  |  |   |   | 2 |   |  |  |  |
| Display Design of Advertising Campaign<br>廣告專案活動展示設計                                         | 07042 | E<br>選 | 2 |  |  |  |  |   |   |   | 2 |  |  |  |
| Public Relations Case Study<br>公關個案研究                                                        | 04153 | E<br>選 | 2 |  |  |  |  |   |   |   | 2 |  |  |  |