

Curriculum - BA Program, 114 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 類別	Module 模組	Course Title 課程名稱	Course code 科目代碼	R/E 選別	Credits 學分	Freshmen 一年級		Sophomore 二年級		Junior 三年級		Senior 四年級		minimum credits for this category 類別最低	minimum credits for this module 模組最低	Remarks 備註
						First 上	Second 下	First 上	Second 下	First 上	Second 下	First 上	Second 下			
University Required 校訂必修		Time for Advisor 導師時間	02795	R 必	0	0	0	0	0	0	0	0	0	0	0	
Holistic Education Program of Study 全人教育 課程	core courses 核心課程	Intro. to U.Studies 大學入門	00155	R 必	2	2								10		
		Philosophy of Life 人生哲學	00007	R 必	4					2	2					
		Professional Ethics 專業倫理	00350	R 必	2							2				
		Physical Education 體育		R 必	2	0	0	1	1							
	Fundamental Skills Courses 基本能力 課程	Chinese 國文		R 必	4	2	2							32	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. 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，選選修讀第二外語課程。 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. 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。
		Foreign Language 外國語文		R 必	8	2	2		2							
		Information Literacy 資訊素養		R 必	0				2							
	General Education Courses 通識通養 課程	Humanities & Arts 人文與藝術通識領域		G 通	2									10		Each domain requires 2 credits, for a total of 8 credits. An additional 2 credits, defined as free elective credits, may be freely chosen from any of the four domains. However, general education courses designated as exclusions by the student's own department, program, or college are not eligible for this requirement. 每一領域各2學分，共計8學分。另2學分可於四個領域中擇一條讀(定義為自由選修)，但
		Nature & Technology 自然與科技通識領域		G 通	2											
		Social Sciences 社會科學通識領域		G 通	2											
		Sustainability Literacy 永續素養通識領域		G 通	2											
Department Required courses 必修科目		Principles of Marketing 行銷原理	01482	R 必	4	2	2							64	64	
		Sociology 社會學	01728	R 必	2		2									
		Theory of Advertising 廣告學	02701	R 必	3	3										
		Economics 經濟學	02457	R 必	2	2										
		Introduction to Public Relations 公共關係概論	01163	R 必	2	2										
		Design Theory and Practice 設計理論與實踐	35595	R 必	3	3										
		Mass Communication Theories 傳播理論	02373	R 必	3				3							
		Psychology 心理學	01195	R 必	2		2									
		Information and Visual Design 視覺與訊息設計	03863	R 必	2		2									
		The Application of Statistical Software in Communication 傳播統計電腦應用	10631	R 必	3		3									
		Consumer Behavior 消費行為	01950	R 必	3				3							
		Marketing Strategy 行銷策略	06814	R 必	3				3							
		Marketing Research Methods 市場調查	01314	R 必	2				2							
		Special Topics in Marketing Communication 行銷傳播專題-英	24651	R 必	2				2							
		Public Relations Writing 公關寫作	06683	R 必	2				2							

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**Elective
Courses
選修課程**

Advertising Creativity 廣告創意導論	03369	E 選	2											
Commercial Video Production 數位廣告影片製作	33416	E 選	2											
Digital Marketing and AI Innovation Applications 數位行銷與AI創新應用	37370	E 選	2											
Seminar in Integrated Marketing Communication 整合行銷傳播專題	08085	E 選	2					2						
Online Media Design 網路廣告製作與設計	09406	E 選	2					2						
Integration & Practice of Digital Marketing & IT 資訊化廣告實務演練	24652	E 選	3					3						
Case Study in Digital Media 數位案例分析	23393	E 選	2					2						
Designing Brand Identity 品牌識別設計	36830	E 選	2					2						
Seminar on Corporate Social Responsibility and Social Entrepreneurship 企業社會責任與社會企業專題-英	36226	E 選	3					3						
Risk and Crisis Communication 風險傳播與危機處理	37533	E 選	2					2						
Human-Centered Design and User Studies 設計思考與實踐	30387	E 選	4					2	2					
Innovative and Practical of Media Data 媒體數據實務與創新運用	36230	E 選	2					2						
Curatorial Practice 策展實務	33760	E 選	2						2					
Local Entrepreneurship and Creative Marketing 地方產業創意行銷	37371	E 選	2						2					
Digital Public Relations 數位公關	34344	E 選	2						2					
Performance Marketing 績效行銷	23277	E 選	2						2					
Media Planning Practice 媒體企劃實務	08078	E 選	2						2					
Commercial Video Post- Production 數位廣告影片後期製作	33417	E 選	2						2					
Brand Marketing Communications 品牌行銷傳播	15844	E 選	2						2					
Special Event Planning 廣告專案活動企劃	06681	E 選	2							2				

Applied Creative Strategy 創意策略實作	37366	E 選	2							2				
Display Design of Advertising Campaign 廣告專案活動展示設計	07042A	E 選	2								2			
Display Design of Advertising Campaign 廣告專案活動展示設計	07042B	E 選	2								2			
Public Relations Case Study 公關個案研究	04153	E 選	2								2			