

# 國立中興大學行銷學系跨域專長實施要點

## National Chung Hsing University Department of Marketing Cross-Disciplinary Expertise Development Program Implementation Regulations

113 年 04 月 16 日 112 學年度第 2 學期第 2 次系務會議訂定  
Enacted in the 2<sup>nd</sup> Department Curriculum Committee of the spring semester of the 112 academic year on Apr. 16<sup>th</sup>, 2024  
113 年 05 月 22 日 院課程委員會會議修正後通過  
Amended in the College Curriculum Committee May 22<sup>nd</sup>, 2024  
113 年 06 月 12 日校課程委員會會議通過  
Amended in the University Curriculum Committee Jun. 12<sup>nd</sup>, 2024  
113 年 11 月 25 日 113 學年度第 1 學期第 2 次課程委員會修正後通過  
Amended in the 2<sup>nd</sup> Department Curriculum Committee of the fall semester of the 113 academic year on Nov. 25<sup>th</sup>, 2024

一、依據國立中興大學跨域專長實施辦法，國立中興大學行銷系(以下簡稱本系)為鼓勵學生自主學習，提供更多的修課彈性與跨領域學習機會，協助學生拓展第二專長，**提供學生可以在畢業學分不增加(或僅少量增加)情況下，修畢跨域專長，特訂定本要點。**

1. According to the National Chung Hsing University (NCHU) Cross-Disciplinary Expertise Implementation Regulations, the Department of Marketing (hereinafter referred to as "the department") of NCHU aims to encourage students' self-directed learning by offering greater flexibility in course selection and opportunities for interdisciplinary learning. This will assist students in expanding their second area of expertise, allowing them to complete a cross-disciplinary expertise program without significantly increasing (or with only a slight increase in) graduation credits. Therefore, the following guidelines are established.

**二、跨域專長係指由中興大學的學系(學位學程)或學院提出跨域專長課程，課程應包含該領域基礎核心知識，且總學分數以 30 學分為原則(最低可為 28 學分，最高不可超過 32 學分)，學生修習跨域專長，其課程將包含所屬學系的系(學位學程)畢業應修課程及學分數，並符合跨域專長課程學分數，始可於畢業證書上加註該跨域專長。**

2. Cross-disciplinary expertise refers to courses offered by a department (degree program) or college at National Chung Hsing University that form a cross-disciplinary expertise curriculum. These courses should include foundational core knowledge in the relevant field, with a total credit requirement of 30 credits as a general principle (a minimum of 28 credits and a maximum of 32 credits). For students pursuing a cross-disciplinary expertise program, their courses will include the required courses and credits for their respective department (degree program) graduation requirements and meet the credit requirements for the cross-disciplinary expertise curriculum. Only upon completion of these requirements will the cross-disciplinary expertise be noted on the student's diploma.

### 三、本要點修業規定

#### 1. 本系學生欲修習跨域專長者：

- (1) 得於規定時間內向本系提出申請，申請時註明欲申請的跨域專長系(學位學程)或學院，申請案經本系系主任審查通過後，需送到跨域專長系(學位學程)或學院審查，通過雙邊審查後，方可進入跨域專長。
- (2) 本系學生修習跨域專長的課程，列示於『行銷學系跨域專長本系學生必修科目表』，其課程包含：校必修(含共同必修 28 學分)、本系基礎必修課程 48 學分、本系專業選修 32-36 學分，以及跨域專長系(學位學程)或學院的跨域專長課程(以下簡稱他系跨域專長課程)(28-32 學分)，畢業學分至少 140 學分。學生修畢他系跨域課程，可於畢業證書加註跨域專長。
- (3) 本系學生修習跨域專長，若無法修畢跨域課程，得選擇放棄，改修習本系的學士學位課程。

#### 2. 外系學生選擇本系做為其跨域專長者：

- (1) 申請資格條件：已修習本系跨域專長課程必修科目表列之 2 門課程以上，且分數均達 80 分以上者。
- (2) 得於規定時間內向其所屬學系（以下簡稱原系）提出申請，通過原系以及本系的雙邊審查後，方可進入跨域專長。
- (3) 外系學生選擇本系跨域專長者，其課程包含：校必修、原系(院)基礎必修課程、原系專業選修或其它承認課程，以及列示於『行銷學系跨域課程必修科目表』的課程，完成後可於畢業證書加註「行銷學系」為其跨域專長。

#### 3. Regulations on Program Completion

- (1) Students in the Department of Marketing who wish to pursue cross-disciplinary expertise:
  - I. They may apply to the department within the specified time frame, indicating the cross-disciplinary expertise program (degree program) or college they wish to apply for. The application will be reviewed and approved by the department chair. Afterward, it will be submitted to the relevant cross-disciplinary department (degree program) or college for further review. Once both parties approve the application, the student may enter the cross-disciplinary expertise program.
  - II. The courses for cross-disciplinary expertise in the department are listed in the "National Chung Hsing University Department of Marketing Cross-Disciplinary Expertise Required Courses Table." These courses include university-required

courses (including 28 credits of common required courses), 48 credits of foundational required courses in the department, 32-36 credits of professional elective courses in the department, and cross-disciplinary courses from the relevant department (degree program) or college (hereinafter referred to as cross-disciplinary courses from other departments) (28-32 credits). A minimum of 140 credits are required for graduation. Upon completing the cross-disciplinary courses from other departments, students may have the cross-disciplinary expertise noted on their diploma.

- III. If a department student cannot complete the cross-disciplinary courses, they may choose to withdraw from the cross-disciplinary program and instead complete the department's undergraduate degree program.
- (2) Students from other departments who choose the Department of Marketing as their cross-disciplinary expertise:
- I. Eligibility requirements: They must have completed at least two required courses listed in the "National Chung Hsing University Department of Marketing Cross-Disciplinary Expertise Required Courses Table." with scores of 80 or above.
  - II. They may apply to their home department (hereinafter called the "original department") within the specified time frame. After passing both the original department's and the department's review, they can enter the cross-disciplinary expertise program.
  - III. For students from other departments who select the Department of Marketing's cross-disciplinary expertise, their courses include university-required courses, foundational required courses from their original department (college), professional elective courses or other approved courses from the original department, and courses listed in the "National Chung Hsing University Department of Marketing Cross-Disciplinary Expertise Required Courses Table." Upon completion, their diploma will note "Department of Marketing" as their cross-disciplinary expertise.

四、本系指定一名專任教師擔任跨域專長導師，與外系(學位學程)或學院的跨域專長導師組成導師群，專責輔導跨域專長的學生。

4. The department designates a full-time faculty member as the cross-disciplinary expertise advisor. This advisor will collaborate with the cross-disciplinary expertise advisors from other departments (degree programs) or colleges to form a mentorship group, which will be responsible for guiding students in the cross-disciplinary expertise program.

五、本要點如有未盡事宜，悉依本校學則及其他相關規定辦理。

5. Any matters not covered by these guidelines will be handled according to the university's academic regulations and other related policies.

六、本要點經校級課程委員會通過後實施，修訂時亦同。

6. These guidelines are implemented after the university's curriculum committee approves; the same process applies for revisions.

國立中興大學行銷學系跨域專長本系學生必修科目表

(111 學年度起入學適用)

National Chung Hsing University Department of Marketing  
Cross-Disciplinary Expertise Required Courses Table for Marketing Major Students  
(For students enrolled after 2022)

(For students enrolled after 2022)						
類別 Category	項次 No.	科目名稱 Course Title	學分 Credits	全/半 Full academic year / Half academic year	開課系所 Offering department	備註 Notes
本系基礎必修 (48 學分) Required Course of the department (48 credits)	(1)	經濟學(一) Economics (I)	3	半 Half	管理學院 College of Management	最低應修 32 學分，其中須 包含【企業家 講座】、【管理 講座】二個講 座之中任選一 科。 At least 32 credits must be completed, including one course selected from the 'Seminar on Entrepreneurs' or the 'Seminar on Management.'
	(2)	經濟學(二) Economics (II)	3	半 Half		
	(3)	會計學(一) Accounting (I)	3	半 Half		
	(4)	會計學(二) Accounting (II)	3	半 Half		
	(5)	統計學(一) Statistics (I)	3	半 Half		
	(6)	統計學(二) Statistics (II)	3	半 Half		
	(7)	管理學 Management	3	半 Half		
	(8)	企業倫理 Business Ethics	3	半 Half		
	(9)	財務管理 Financial Management	3	半 Half		
	(10)	計算機概論 Introduction to Computer Science	3	半 Half		
	(11)	企業家講座 Seminar on Entrepreneurs	2	半 Half		
	(12)	管理講座 Seminar on Management	2	半 Half		
	(13)	微積分(一) Calculus (I)	2	半 Half	應用數學系 Department of Applied Mathematics	16 學分 (16 credits)
	(14)	微積分(二) Calculus (II)	2	半 Half		
	(15)	行銷管理(一) Marketing Management (I)	3	半 Half	行銷學系 Department of Marketing	
	(16)	消費者行為 Consumer Behavior	3	半 Half		
	(17)	作業研究 Operation Research	3	半 Half		
	(18)	行銷研究(一) Marketing Research (I)	3	半 Half		
本系專業選修 (32-36 學分) Professional elective courses (32-36 credits)	(1)	企業概論 Introduction to Business	3	半 Half	行銷學系 Department of Marketing	不少於(含)32 學分 No less than (including) 32 credits.
	(2)	電子商務 Electronic Commerce	3	半 Half		
	(3)	產品策略 Product Strategy	3	半 Half		
	(4)	組織行為與管理 Organizational Behavior and Management	3	半 Half		
	(5)	商業談判 Commercial Negotiation	3	半 Half		
	(6)	通路策略 Channel Strategy	3	半 Half		
	(7)	零售管理 Retail Management	3	半 Half		
	(8)	行銷資料分析與應用 Marketing Data Analysis and Application	3	半 Half		
	(9)	作業管理 Operations Management	3	半 Half		

	(10)	採購策略 Procurement Strategy	3	半 Half		
	(11)	網路行銷 Internet Marketing	3	半 Half		
	(12)	銷售管理(一) Sales Management (I)	3	半 Half		
	(13)	行銷心理學 Marketing Psychology	3	半 Half		
	(14)	企業經營與診斷 Business Management & Diagnosis	3	半 Half		
	(15)	連鎖企業管理 Chain Business Management	3	半 Half		
	(16)	創新與新產品管理 Innovation and New Product Management	3	半 Half		
	(17)	消費者決策 Consumer Decision Making	3	半 Half		
	(18)	國際行銷 International Marketing	3	半 Half		
	(19)	策略行銷與管理 Strategic Marketing & Management	3	半 Half		
	(20)	運動行銷 Sports Marketing	3	半 Half		
	(21)	廣告學 Advertising	3	半 Half		
	(22)	品牌管理 Brand Management	3	半 Half		
	(23)	企業行銷 Business Marketing	3	半 Half		
	(24)	迴歸分析 (進階課程) Regression Analysis (Advanced Course)	3	半 Half		
	(25)	國際企業管理 International Business Management	3	半 Half		
	(26)	生活結構與消費行為 Life Structure and Consumer Behavior	3	半 Half		
	(27)	行銷 e 化實務專題 E-Marketing Implementation Seminar	3	半 Half		
	(28)	物流管理 Logistics Management	3	半 Half		
	(29)	顧客關係管理 (進階課程) Customer Relationship Management (Advanced Course)	3	半 Half		
	(30)	商情預測 Business Forecasting	3	半 Half		
	(31)	服務業行銷 Service Marketing	3	半 Half		
	(32)	當代英文論文寫作與簡報 (進階課程) Contemporary English Thesis Writing & Presentation (Advanced Course)	3	半 Half		
	(33)	定價策略(原價格策略) (進階課程) Pricing Strategy (Advanced Course)	3	半 Half		
	(34)	當代行銷問題 (進階課程) Current Issues and Directions for Marketing (Advanced Course)	3	半 Half		
	(35)	行銷研究數據分析(一) (進階課程) Data Analytics for Marketing Research (Advanced Course)	2	半 Half		

	(36)	計量經濟學(一) (進階課程) Econometrics (I) (Advanced Course)	3	半 Half		
	(37)	供應鏈設計與管理 Supply Chain Design & Management	3	半 Half		
他系跨域課程 (28-32 學分) Cross- disciplinary courses from other departments (28-32 credits)	本校各系(學位學程)或學院所提供 之跨域課程，擇一修畢 The interdisciplinary courses offered by each department (degree program) or college at our university must be completed by selecting one.		28-32			
	共同必修 Common Required Courses		28		校必修 University-required courses	
	最低畢業學分 Minimum graduation credits		140			

學系(學程學程)承辦人：

單位主管：

年 月 日

# 國立中興大學行銷學系跨域專長課程必修科目表

National Chung Hsing University Department of Marketing Cross-Disciplinary Expertise Required Courses Table for Students Pursuing Marketing Disciplinary Expertise Program

本表適用於 113 學年度(含)以後申請之學生

This form is for students who applied after 2024

修習對象：■ 學士班    □ 進修學士班

Eligible applicants: ■ Bachelor    □ Extension Education Program

類別 Category	項次 No.	科目名稱 Course Title	學分 Credits	全/半 Full academic year / Half academic year	開課系所 Offering department	備註 Notes
本系跨域課程 (30 學分) 修畢於畢業證 書加註『跨域 專長：行銷學 系』 Interdisciplinary courses of our department (30 credits) Upon completion, the graduation certificate will include the annotation "Interdisciplinary Expertise: Marketing Department."	(1)	電子商務 Electronic Commerce	3	半 Half	行銷學系 Department of Marketing	最低應修 30 學分 At least 30 credits must be completed
	(2)	連鎖企業管理 Chain Business Management	3	半 Half		
	(3)	迴歸分析 (進階課程) Regression Analysis (Advanced Course)	3	半 Half		
	(4)	商情預測 Business Forecasting	3	半 Half		
	(5)	通路策略 Channel Strategy	3	半 Half		
	(6)	物流管理 Logistics Management	3	半 Half		
	(7)	顧客關係管理 (進階課程) Customer Relationship Management (Advanced Course)	3	半 Half		
	(8)	商業談判 Commercial Negotiation	3	半 Half		
	(9)	當代英文論文寫作與簡報 (進階課程) Contemporary English Thesis Writing & Presentation (Advanced Course)	3	半 Half		
	(10)	消費者行為 Consumer Behavior	3	半 Half		
	(11)	行銷研究(一) Marketing Research (I)	3	半 Half		
	(12)	品牌管理 Brand Management	3	半 Half		
	(13)	網路行銷 Internet Marketing	3	半 Half		
	(14)	創新與新產品管理 Innovation and New Product Management	3	半 Half		
	(15)	行銷管理(一) Marketing Management (I)	3	半 Half		
	(16)	組織行為與管理 Organizational Behavior and Management	3	半 Half		
	(17)	行銷資料分析與應用 Marketing Data Analysis and Application	3	半 Half		
	(18)	消費者決策 Consumer Decision Making	3	半 Half		
	(19)	廣告學 Advertising	3	半 Half		
	(20)	服務業行銷 Service Marketing	3	半 Half		
	(21)	定價策略(原價格策略) (進階課程) Pricing Strategy (Advanced Course)	3	半 Half		
	(22)	產品策略 Product Strategy	3	半 Half		
	(23)	企業經營與診斷 Business Management & Diagnosis	3	半 Half		



	(24)	策略行銷與管理 Strategic Marketing & Management	3	半 Half		
	(25)	企業行銷 Business Marketing	3	半 Half		
	(26)	作業研究 Operation Research	3	半 Half		
	(27)	企業概論 Introduction to Business	3	半 Half		
	(28)	採購策略 Procurement Strategy	3	半 Half		
	(29)	銷售管理(一) Sales Management (I)	3	半 Half		
	(30)	行銷 e 化實務專題 E-Marketing Implementation Seminar	3	半 Half		
	(31)	作業管理 Operations Management	3	半 Half		
	(32)	計量經濟學(一) (進階課程) Econometrics (I) (Advanced Course)	3	半 Half		
	(33)	供應鏈設計與管理 Supply Chain Design & Management	3	半 Half		
	(34)	運動行銷 Sports Marketing	3	半 Half		
	總學分 Total Credits		30			

備註：本表提供本校外系學生修讀。

Notes: This form is for students from other departments in our school.

學系(學程學程)承辦人：

單位主管簽章：

年 月 日