

行銷學系(學位學程)學士班學生畢業條件明細表 (114學年度起入學適用)

項 目		
一、修業年限： (一)最低修業年限：四年(獸醫系五年) (二)可延長修業二年(不包括休學二年)		
二、應修最低畢業總學分數：共 128 學分(不含體育課程)。		
三、校必修課程及學分數： (一)體育課程：必修 2 學分，不計入畢業學分。 超修之體育課程至多採計為外系2學分 。運動績優生另依體育室相關規定辦理。 (二)英文能力檢定： 0 學分。 學系自訂更高之標準者從其規定：無 (三)通識課程： 28 學分。 1.核心素養課程：共10類，至少3學分。 其中「資訊素養：程式設計與 AI 應用」修課規定如下： 免修 ，學生如修習， 不可以 採計為通識畢業學分。 2.語文素養課程：至少8學分 (1) 本國語文 ：4學分 敘事表達：語文素養2學分。 敘事表達：語文應用2學分。 (2) 外國語言 ：4學分 英語溝通與表達2學分。 學術英文聽讀2學分。 3.領域素養課程：至少10學分 (1)應修習「人文、社會、自然」三領域各1門課程，合計至少6學分。 (2)應修習「統合領域」課程至少4學分。 (3)國防教育類課程(非必修)至多採計1門為通識畢業學分，超修該類課程 不可以 採計為外系學分。 (4)本系隸屬 商業與管理 學群，該學群課程至多採計1門為通識畢業學分，超修該學群課程 不可以 採計為外系學分。 4.超修之通識課程 不可以 採計為外系學分。 5.其他規定：無		
四、院專業必修課程及學分數：最低應修 32 學分		
科目名稱	全或半	學分
(1) 經濟學(一)	半	3
(2) 經濟學(二)	半	3
(3) 會計學(一)	半	3
(4) 會計學(二)	半	3
(5) 統計學(一)	半	3
(6) 統計學(二)	半	3
(7) 管理學	半	3

項 目			
(8) 企業倫理	半	3	
(9) 財務管理	半	3	
(10) 計算機概論	半	3	
科目名稱	全或半	學分	備註
(11) 企業家講座	半	2	必修2選1，另1門自由選修， 超修則採計為本系專業選修學分
(12) 管理講座	半	2	

五、系專業必修課程及學分數：最低應修 **16** 學分			
科目名稱	全或半	學分	
(1) 微積分(一)	半	2	
(2) 微積分(二)	半	2	
(3) 行銷管理(一)	半	3	
(4) 消費者行為	半	3	
(5) 作業研究	半	3	
(6) 行銷研究(一)	半	3	
六、系專業選修課程及學分數：最低應選修 **39** 學分。			
七、其他特別規定：承認外系學分最多 **13** 學分。			
八、輔系：學生修習輔系之學分，應在其主系規定最低畢業學分以外加修之(至少二十學分)科目及學分數，請見教務處課務組公告事項。			
九、雙主修：申請本系雙主修，須「前一學年學業平均成績達80分以上，且成績名次在該班學生人數前百分之十以內者，操行成績在85分以上，體育成績達70分以上者」。			
學生修讀雙主修，其加修學系（所、學位學程）畢業條件以核准修讀學年度的畢業條件為基準。修讀雙主修學生，除應修滿主系規定畢業科目學分外，且至少應修滿本表院系必修科目學分始可取得雙主修資格，若表列科目與主系應修習之科目相同，不得認列為本系雙主修之學分，應由本系開設之選修科目補足。			
十、跨域專長：本系有開設，申請對象☐學士班，跨域專長課程與學生本系（學位學程）、雙主修、輔系或其他跨域專長應修課程及學分重複者，由跨域專長的系（學位學程）或學院指定與專長相關選修課程補足。申請學生須已修習本系跨域專長課程必修科目表列之2門課程且分數均達80分以上。			
十一、入學資格：屬修業年限少於國內高級中等學校及專科學校之國外同等學校畢業生，如海外中五學制畢（結）業生，畢業學分數應增加至少12學分。以此資格就讀本系之學生限加修本系選修12學分。			

※必修科目及畢業學分數規定，由各系依課程規劃表填列。

※畢業條件異動請依畢業條件異動簡化程序建議表辦理。如無課程或學分異動，不須每學年提送。

※本表經110學年度第3次校課程委員會通過後生效。

系(學位學程)承辦人：

主任簽章：

114年02月04日修訂

附表：

行銷學系學士班學生畢業條件明細表

專業選修科目列表

科目名稱	全或半	學分
(1) 個體經濟學－應經系開課	半	3
(2) 總體經濟學－應經系開課	半	3
(3) 行銷導論(一)	半	2
(4) 行銷在產業的應用	半	1
(5) 企業概論	半	3
(6) 電子商務	半	3
(7) 產品策略	半	3
(8) 組織行為與管理	半	3
(9) 商業談判	半	3
(10) 通路策略	半	3
(11) 零售管理	半	3
(12) 行銷資料分析與應用	半	3
(13) 作業管理	半	3
(14) 企業經營模擬	半	2
(15) 採購策略	半	3
(16) 網路行銷	半	3
(17) 銷售管理(一)	半	3
(18) 行銷個案(一)	半	3
(19) 行銷個案(二)	半	3
(20) 行銷心理學	半	3
(21) 社群行銷	半	3
(22) 商事法－管理學院開課	半	3
(23) 企業經營與診斷	半	3
(24) 連鎖企業管理	半	3
(25) 行銷決策資訊系統	半	3
(26) 創新與新產品管理	半	3
(27) 消費者決策	半	3
(28) 國際行銷	半	3
(29) 供應鏈設計與管理	半	3
(30) 策略行銷與管理	半	3
(31) 社會企業行銷	半	3
(32) 運動行銷	半	3
(33) 廣告學	半	3
(34) 品牌管理	半	3
(35) 多元文化行銷	半	3
(36) 非營利事業行銷	半	3

科目名稱	全或半	學分
(37) 消費者行為研究設計	半	3
(38) 餐飲行銷	半	3
(39) 企業行銷	半	3
(40) 迴歸分析(進階課程)	半	3
(41) 國際企業管理	半	3
(42) 促銷策略	半	3
(43) 行銷規劃	半	3
(44) 生活結構與消費行為	半	3
(45) 醫療行銷	半	3
(46) 農產品行銷管理	半	3
(47) 行銷e化實務專題	半	3
(48) 計量經濟學(一)(進階課程)	半	3
(49) 情感運算與人工智慧於行銷上之研究	半	1
(50) 物流管理	半	3
(51) 流通業經營診斷	半	3
(52) 行銷與包裝	半	3
(53) 行銷資料科學 (原消費市場分析)	半	3
(54) 休閒管理與行銷	半	3
(55) 顧客關係管理(進階課程)	半	3
(56) 商情預測	半	3
(57) 服務業行銷	半	3
(58) 批判思考	半	1
(59) 創新與創意	半	1
(60) 當代英文論文寫作與簡報 (進階課程)	半	3
(61) 定價策略(原價格策略) (進階課程)	半	3
(62) 整合行銷溝通(進階課程)	半	3
(63) 行銷研究數據分析(一) (進階課程)	半	2
(64) 行銷與色彩心理學 (進階課程)	半	3
(65) 個人投資策略	半	2
(66) 永續發展資料科學-環境、 經濟、管理、及健康之展望 (進階課程)	半	1
(67) 農產運銷與政策－應經系開 課	半	3

附表：

行銷學系學士班學生畢業條件明細表

專業選修科目列表

科目名稱	全或半	學分
(68) 多變量統計與軟體操作應用－國農學程開課	半	3
(69) 國際非政府組織(NGOs)領導、營運與管理－國農學程開課	半	3
(70) 農企業經營管理－國農學程開課	半	3
(71) 當代行銷問題(進階課程)	半	3

◎備註：

1.本系最低應修39學分。

2.以上選修科目來自課程規劃，可能因人數不足未成班

系(學位學程)承辦人：

主任簽章：

114年02月04日修訂

Department of Marketing, National Chung Hsing University

Graduation Requirements for Students Enrolled After 2025

Items	Items																																																			
I. Years of Enrollment: Minimum years of enrollment : 4 years (5 years for Veterinary Medicine) Can be extended for 2 more years (excluding 2 years of suspension)	V. Required professional courses by the department: <u>16</u> credits. <table><tr><th>Course Title</th><th>Semester/Year</th><th>Credits</th></tr><tr><td>1. Calculus (I)</td><td>Semester</td><td>2</td></tr><tr><td>2. Calculus (II)</td><td>Semester</td><td>2</td></tr><tr><td>3. Marketing Management (I)</td><td>Semester</td><td>3</td></tr><tr><td>4. Consumer Behavior</td><td>Semester</td><td>3</td></tr><tr><td>5. Operation Research</td><td>Semester</td><td>3</td></tr><tr><td>6. Marketing Research (I)</td><td>Semester</td><td>3</td></tr></table>	Course Title	Semester/Year	Credits	1. Calculus (I)	Semester	2	2. Calculus (II)	Semester	2	3. Marketing Management (I)	Semester	3	4. Consumer Behavior	Semester	3	5. Operation Research	Semester	3	6. Marketing Research (I)	Semester	3																														
Course Title	Semester/Year	Credits																																																		
1. Calculus (I)	Semester	2																																																		
2. Calculus (II)	Semester	2																																																		
3. Marketing Management (I)	Semester	3																																																		
4. Consumer Behavior	Semester	3																																																		
5. Operation Research	Semester	3																																																		
6. Marketing Research (I)	Semester	3																																																		
II. Minimum graduation credits required: <u>128</u> credits III. Courses required by the university curriculum: 1. Physical Education: <u>2</u> credits, not included in the credits for graduation. Extra taken PE course credits will be counted as from other departments, and are limited to a maximum of 2 credits. Athletes with outstanding sports achievements will be handled according to the relevant regulations of the Office of Physical Education and Sports. 2. English Proficiency Requirement: 0 credit. 3. General Education : 28 credits i. Core Competencies: at least 3 credits. International students do not need to take the “Information Literacy” course. ii. Language Competencies: (at least 8 credits) ➤ Native Language and Literature : 4 credits Narrative Expression: Language Literacy Narrative Expression: Language Application ➤ Foreign Language: at least 4 credits and at most 6 credits. English Communication and Expression Academic English : Listening and Reading iii. Domain Competencies: at least 10 credits ➤ Humanistic Domain, Social Science Domain, and Natural Domain: at least one course in each Domain, total at least <u>6</u> credits. ➤ Integrated Domain: at least 4 credits. ➤ For National Defense education courses, only credits of 1 course can be counted as general education credits. ➤ Our program belongs to the area of <u>Business and Management</u> , therefore, only one course from this area will be recognized. iv. Extra credits can't be counted in the graduation credits.	VI. Minimum of professional elective courses: <u>39</u> credits VII. Other regulations: A maximum of <u>13</u> credits from other departments can be recognized. VIII. Minor Degree: If a student intends to study for a minor degree, he/she will need to take 20 (or more) credits in addition to the department’s minimum credits required for graduation. For more details, please see the bulletin of Curriculum Division website. IX. Double Major: Students who want to apply for a double major must meet the following criteria: 1. Attaining an average academic score of 80 or above in the previous academic year, and being ranked within the top 10% of students in the class. 2. Conduct scores should be 85 or above. 3. Physical Education scores should be 70 or above. The graduation requirements for students in pursuit of a double major (department or degree program) shall be based on the relevant regulations applicable at the time (year) when the application was approved. Double major students not only have to fulfill all graduation credit requirements of their original major (department or degree program), they must also complete all core courses for the second major (department or degree program) in order to be granted a double major degree. Undergraduate students who did not complete or are short of 40 credits for the second major must make up for those credits by taking courses designated by the second-major department or degree program. Suppose any subjects in the list overlap with the required courses for the original major. In that case, the corresponding credits for the dual major will not be recognized, and elective courses offered by our department must replace them.																																																			
IV. Courses required by college curriculum: <u>32</u> credits <table><tr><th>Course Title</th><th>Semester /Year</th><th>Credits</th><th>Remark</th></tr><tr><td>1. Economics (I)</td><td>Semester</td><td>3</td><td></td></tr><tr><td>2. Economics (II)</td><td>Semester</td><td>3</td><td></td></tr><tr><td>3. Accounting (I)</td><td>Semester</td><td>3</td><td></td></tr><tr><td>4. Accounting (II)</td><td>Semester</td><td>3</td><td></td></tr><tr><td>5. Statistics (I)</td><td>Semester</td><td>3</td><td></td></tr><tr><td>6. Statistics (II)</td><td>Semester</td><td>3</td><td></td></tr><tr><td>7. Management</td><td>Semester</td><td>3</td><td></td></tr><tr><td>8. Business Ethics</td><td>Semester</td><td>3</td><td></td></tr><tr><td>9. Financial Management</td><td>Semester</td><td>3</td><td></td></tr><tr><td>10. Introduction to Computer Science</td><td>Semester</td><td>3</td><td></td></tr><tr><td>11. Seminar on Entrepreneurs</td><td>Semester</td><td>2</td><td rowspan="2">Choose 1 course. Overtaking can be counted as professional elective credits.</td></tr><tr><td>12. Seminar on Management</td><td>Semester</td><td>2</td></tr></table>	Course Title	Semester /Year	Credits	Remark	1. Economics (I)	Semester	3		2. Economics (II)	Semester	3		3. Accounting (I)	Semester	3		4. Accounting (II)	Semester	3		5. Statistics (I)	Semester	3		6. Statistics (II)	Semester	3		7. Management	Semester	3		8. Business Ethics	Semester	3		9. Financial Management	Semester	3		10. Introduction to Computer Science	Semester	3		11. Seminar on Entrepreneurs	Semester	2	Choose 1 course. Overtaking can be counted as professional elective credits.	12. Seminar on Management	Semester	2	X. Cross-Disciplinary Expertise Development Program: For students whose compulsory courses and credits are the same as the ones offered by the departments (degree programs), double major, minor, or other cross-disciplinary expertise programs providing cross-disciplinary expertise courses, they shall take other elective courses that are related to their expertise and designated by the departments (degree programs) or colleges providing cross-disciplinary expertise module courses. Students who want to apply for our department's Cross-Disciplinary Expertise Development Program must finish at least 2 courses on the course list of the Cross-Disciplinary Expertise Development Program and have an average score over 80. XI. Students who graduate from the study period of the senior high school less than 6 years will be required to take at least 12 extra credits in their graduation requirements.
Course Title	Semester /Year	Credits	Remark																																																	
1. Economics (I)	Semester	3																																																		
2. Economics (II)	Semester	3																																																		
3. Accounting (I)	Semester	3																																																		
4. Accounting (II)	Semester	3																																																		
5. Statistics (I)	Semester	3																																																		
6. Statistics (II)	Semester	3																																																		
7. Management	Semester	3																																																		
8. Business Ethics	Semester	3																																																		
9. Financial Management	Semester	3																																																		
10. Introduction to Computer Science	Semester	3																																																		
11. Seminar on Entrepreneurs	Semester	2	Choose 1 course. Overtaking can be counted as professional elective credits.																																																	
12. Seminar on Management	Semester	2																																																		

List of the professional elective courses of the department

Course Title	Semester /Year	Credits	Course Title	Semester /Year	Credits
1. Microeconomics – offered by the Department of Applied Economics	Semester	3	37. Research Design & Consumer Behavior Insights	Semester	3
2. Macroeconomics – offered by the Department of Applied Economics	Semester	3	38. Food and Beverage Marketing	Semester	3
3. Introduction to Marketing (I)	Semester	2	39. Business Marketing	Semester	3
4. The Application of Marketing to Industry	Semester	1	40. Regression Analysis (Advanced Course)	Semester	3
5. Introduction to Business	Semester	3	41. International Business Management	Semester	3
6. Electronic Commerce	Semester	3	42. Promotional Marketing	Semester	3
7. Product Strategy	Semester	3	43. Marketing Planning	Semester	3
8. Organizational Behavior and Management	Semester	3	44. Life Structure and Consumer Behavior	Semester	3
9. Commercial Negotiation	Semester	3	45. Health Marketing	Semester	3
10. Channel Strategy	Semester	3	46. Marketing Management of Agricultural Products	Semester	3
11. Retail Management	Semester	3	47. E-Marketing Implementation Seminar	Semester	3
12. Marketing Data Analysis and Application	Semester	3	48. Econometrics (I) (Advanced Course)	Semester	3
13. Operations Management	Semester	3	49. The Research of Affective Computing and Artificial Intelligent on Marketing	Semester	1
14. Business Role Playing Game	Semester	2	50. Logistics Management	Semester	3
15. Procurement Strategy	Semester	3	51. Appraisal of Distribution Business	Semester	3
16. Internet Marketing	Semester	3	52. Marketing and Packaging	Semester	3
17. Sales Management (I)	Semester	3	53. Marketing Data Science	Semester	3
18. Cases in Marketing (I)	Semester	3	54. Leisure Management and Marketing	Semester	3
19. Cases in Marketing (II)	Semester	3	55. Customer Relationship Management (Advanced Course)	Semester	3
20. Marketing Psychology	Semester	3	56. Business Forecasting	Semester	3
21. Social Network Marketing	Semester	3	57. Service Marketing	Semester	3
22. Commercial Law – offered by the College of Management	Semester	3	58. Critical Thinking	Semester	1
23. Business Management & Diagnosis	Semester	3	59. Innovation & Creativity	Semester	1
24. Chain Business Management	Semester	3	60. Contemporary English Thesis Writing & Presentation (Advanced Course)	Semester	3
25. Marketing Information Systems	Semester	3	61. Pricing Strategy (Advanced Course)	Semester	3
26. Innovation and New Product Management	Semester	3	62. Integrated Marketing Communication (Advanced Course)	Semester	3
27. Consumer Decision Making	Semester	3	63. Data Analytics for Marketing Research (Advanced Course)	Semester	2
28. International Marketing	Semester	3	64. The Psychology of Color in Marketing (Advanced Course)	Semester	3
29. Supply Chain Design & Management	Semester	3	65. Personal Investment Strategy	Semester	2
30. Strategic Marketing & Management	Semester	3			
31. Social Enterprise Marketing	Semester	3			
32. Sports Marketing	Semester	3			
33. Advertising	Semester	3			
34. Brand Management	Semester	3			
35. Multicultural Marketing	Semester	3			
36. Nonprofit Organization Marketing	Semester	3			

Coordinator 系(所、學位學程)承辦人：

Chairperson 系所主管簽章：

Appendix

List of the professional elective courses of the department

Course Title	Semester /Year	Credits
66. Sustainable Development in Data Science: Environmental, Economical, Managerial, and Health Perspectives (Advanced Course)	Semester	1
67. Agricultural Marketing and Policy – offered by the Department of Applied Economics	Semester	3
68. Multivariate Statistics and Data Analysis – offered by the International Bachelor Program in Agribusiness	Semester	3
69. Leadership and Management of International Non-Governmental Organizations (NGOs) – offered by the International Bachelor Program in Agribusiness	Semester	3
70. Agribusiness Management – offered by the International Bachelor Program in Agribusiness	Semester	3
71. Current Issues and Directions for Marketing (Advanced Course)	Semester	3

Notes:

1. The minimum of professional elective credits: 39 credits
2. The elective courses above are from the curriculum map and may not be offered due to insufficient enrollment.

Coordinator 系(所、學位學程)承辦人：

Chairperson 系所主管簽章：

2025/02/04