

銘傳大學國際學院「數位行銷管理學分學程」

Ming Chuan University International College "Focused Course Program of Digital Marketing Management"

課程架構表

Curriculum Framework

序號 No.	課程名稱 Name of Course	科目代碼 Course No.	學分數 Credits	開課單位 Responsible Teaching Unit	備註 Notes
1	管理學 Management	99405	3	傳播學程、 國企學程、時尚學程 Journalism and Mass Communication program International Business and Trade program Fashion & Innovation Management program	全英語授課 English- taught Course
2	行銷管理 Marketing Management	99213	3	傳播學程、 國企學程、時尚學程 Journalism and Mass Communication program International Business and Trade program Fashion & Innovation Management program	全英語授課 English- taught Course
3	電子商務 E- Commerce	99524	3	傳播學程、 國企學程、時尚學程 Journalism and Mass Communication program International Business and Trade program Fashion & Innovation Management program	全英語授課 English- taught Course
4	消費者行為 Consumer Behavior	99232 27312	3	傳播學程、 國企學程、時尚學程	全英語授課 English-

				Journalism and Mass Communication program International Business and Trade program Fashion & Innovation Management program	taught Course
5	服務行銷 Service Marketing	99241 27435	3	傳播學程、 國企學程、時尚學程 Journalism and Mass Communication program International Business and Trade program Fashion & Innovation Management program	全英語授課 English-taught Course
6	國際行銷 International Marketing	99223	3	國企學程 International Business and Trade program	全英語授課 English-taught Course
7	廣告學與品牌溝通 Introduction to Advertising and Integrated Brand Communication	27122	3	傳播學程 Journalism and Mass Communication program	全英語授課 English-taught Course
8	行銷原理 Principles of Marketing	27212	3	傳播學程 Journalism and Mass Communication program	全英語授課 English-taught Course
9	多媒體製作 Multimedia Production	27223	3	傳播學程 Journalism and Mass Communication program	全英語授課 English-taught Course
10	時尚與網路行銷 Fashion and Network Marketing	25312	3	時尚學程 Fashion & Innovation Management program	全英語授課 English-taught Course

11	時尚與新媒體 Fashion and New Media	25222	3	時尚學程 Fashion & Innovation Management program	全英語授課 English- taught Course
----	------------------------------------	-------	---	--	---------------------------------------

備註：Notes:

修讀本學程之學生應修讀完成至少 21 學分課程，且至少應有 6 學分不屬於學生原科系、組、學位學程及輔系之科目。

Students who study in this program need to complete at least 21 credits of the courses listed in this curriculum and at least 6 of the credits are to be not from those courses which belong to their original department, group, degree program, or minor.

銘傳大學國際學院「數位行銷管理學分學程」實施細則

Ming Chuan University International College Enforcement Rules for “Focused Course Program of Digital Marketing Management”

105 學年第 1 學期教務會議討論通過

Revised and passed at the Academic Affairs Committee Meeting in the First semester of 2016-2017AY

第一條、本院為提供本校有志於數位行銷管理之在學學生，培育專業英語人才，依據「銘傳大學跨院系所學分學程設置辦法」訂定「數位行銷管理學分學程」實施細則(以下簡稱本細則)。

Article 1. In accordance with Ming Chuan University Procedures for Establishing Inter-school and Inter-department Focused Course Programs, the Ming Chuan University International College Procedures of “Focused Course Program of Digital Marketing Management” (hereinafter called this program) is established to help those students in the university who are interested in Digital Marketing Management study and to cultivate students with professional English skills.

第二條、本學程由本院相關學系教師 3 至 5 人組成學程委員會，由委員互推一人擔任召集人，學程委員會負責學程課程規劃。

Article 2. The program committee will comprise 3 to 5 faculty members from related departments. Committee members will handle program planning affairs and one of them will be chosen as the convener.

第一條、本學程業務承辦單位為國際學院。

Article 3. Responsible unit for this program is International College.

第二條、本學程應修科目學分表應經各級課程委員會及教務會議審核通過，校長核定後實施。

Article 4. The course structure of the program should be reviewed and passed at each level of curriculum committee meeting and the Academic Affairs Committee, then approved by the president.

第三條、本校大學部學生應透過本校網路學生事務系統申請，經核可後成為本學程學員。

Article 5. Undergraduate students in the university can directly apply to the program through MCU Student Information System and their application will be accepted after being approved by the program committee.

第四條、 修讀本學程之學生應修讀完成至少 21 學分課程，其中至少應有 6 學分不屬於原學系、組、學位學程及輔系之科目。完成前述學分者，經審核無誤並報請校長核准後，由學校發給學分學程證明書。

Article 6. Students who study in this program need to complete at least 21 credits in the program curriculum framework, at least 6 credits of which are not from their original department, group, degree program, or minor. Students will be issued a certificate of completing Focused Course Program of Digital Marketing Management after they follow these procedures to complete 21 credits and record is reviewed by related units and approved by the president.

第三條、 修讀本學程學生，已符合原學系畢業資格但尚未修滿學程規定之科目與學分者，不得延長其修業年限。

Article 7. Students who enroll in this program and meet the requirements for graduation from their original department or degree program, but have not completed the credits required for the Focused Course Program, may not apply for extending their study prior to graduation.

第五條、 本細則未規定事宜，悉依本校學則及有關法令規定辦理。

Article 8. Matters not covered in these procedures will be dealt with in accordance with the General Provisions for Study which have been established at this institution, and other relevant regulations.

第六條、 本細則經院務會議及教務會議通過，報請校長核定後公告實施修正時亦同。

Article 9. Upon being passed at the School Affairs Committee Meeting, Academic Affairs Committee Meeting and approved by the president, these procedures were implemented. Any revision must follow the same procedure.

**In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail. **