

日間部 112 學年度 行銷與流通管理系四技備註修正表

| 修正後 | 修正前 |
|--|--|
| <p>注意事項：</p> <p>4.最低畢業學分：128 學分；必修學分：84 學分；選修學分：44 學分（選修學分含跨系選修學分），惟於本系專業選修學分不得低於 32 學分。</p> <p>5.畢業年級相當於國內高級中等學校二年級之國外或香港、澳門同類同級學校畢業生，以同等學歷修讀本校學士學位者，最低畢業學分：140 學分；必修學分：84 學分；選修學分：56 學分（選修學分含跨系選修學分），惟於本系專業選修學分不得低於 44 學分，可延長修業年限三年。</p> | <p>注意事項：</p> <p>4.最低畢業學分：128 學分；必修學分：93 學分；選修學分：35 學分（選修學分含跨系選修學分），惟於本系專業選修學分不得低於 23 學分。</p> <p>5.畢業年級相當於國內高級中等學校二年級之國外或香港、澳門同類同級學校畢業生，以同等學歷修讀本校學士學位者，最低畢業學分：140 學分；必修學分：93 學分；選修學分：47 學分（選修學分含跨系選修學分），惟於本系專業選修學分不得低於 35 學分，可延長修業年限三年。</p> |

管理學院院長 林於杏

行銷與流通管理系課程規劃委員會

行銷與流通管理系主任 鍾政偉

日間部 112 學年度 行銷與流通管理系四技備註修正表

| 修正後 | 修正前 |
|---|---|
| <p>Remarks :</p> <p>4. Minimum graduation credits: 128 credits; Compulsory credits: 84 credits. Elective credits: 44 credits(elective credits include inter-departmental elective credits); the elective credits for majors in the department must not be lower than 32 credits.</p> <p>5. Students having graduated from a foreign country, including Hong Kong and Macau, with the equivalent of the second year of high school study of the ROC's high school sophomore level, or with a high school equivalent degree, need to take 140 credits including 84 compulsory credits, and at least 56 elective credits (including inter-departmental elective credits), while elective professional course credits shall not be fewer than 44 . The program can be extended up to 3 academic years.</p> | <p>Remarks :</p> <p>4. Minimum graduation credits: 128 credits; Compulsory credits: 93 credits. Elective credits: 35 credits(elective credits include inter-departmental elective credits); the elective credits for majors in the department must not be lower than 23 credits.</p> <p>5. Students having graduated from a foreign country, including Hong Kong and Macau, with the equivalent of the second year of high school study of the ROC's high school sophomore level, or with a high school equivalent degree, need to take 140 credits including 93 compulsory credits, and at least 47 elective credits (including inter-departmental elective credits), while elective professional course credits shall not be fewer than 35 . The program can be extended up to 3 academic years.</p> |

管理學院院長 林於杏

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行銷與流通管理系主任 鍾政偉

日間部 112 學年度 行銷與流通管理系四技備註修正表

| 修正後 | 修正前 |
|------------------------------------|----------|
| <p>專業選修課程開課規劃：</p> <p>校外實習 (二)</p> | <p>無</p> |

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日間部 112 學年度 行銷與流通管理系四技備註修正表

| 修正後 | 修正前 |
|-----------------------------|--------------------|
| 項目變動： 更改為專業選修校外實習 (一)(二) | 項目變動： 原專業必修校外實習 |

行銷與流通管理系
課程規劃委員會

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管理學院
院長 林於杏

112學年度日間部四技行銷與流通管理系必修課程變動表

| 111學年度科目 | 第 學 年 / 學 期 | 學 分 / 時 數 | 112學年度科目 | 第 學 年 / 學 期 | 學 分 / 時 數 | 變動類別 (停開、新增、更改課程名稱、 學分) | 修訂及重補修原則說明 |
|----------|----------------------------|-----------------------|----------|----------------------------|-----------------------|-------------------------------|-----------------------------|
| | | | 校外實習(一) | 四上 | 9/9 | 更改課程名稱 | 將「校外實習」課程名稱更正 為「校外實習(一)」 |
| | | | 校外實習(一) | 四上 | 9/9 | 調整為專業選修 | 因應系務發展需要將該課程 列為專業選修 |

↑

第 學年/學期：意指114學年度時序表上之學年/學期 第 學年/學期：意指115學年度時序表上之學年/學期

系課務委員簽章：



系主任簽章：



院長簽章：



112學年度日間部 行銷與流通管理系 四技課程規劃表

| 第一學年(112) | | | | | | 第二學年(113) | | | | | | 第三學年(114) | | | | | |
|------------------|------------|-----|----|-----|------------|------------------|------------|------|----|-----------|---------|------------------|--------|------------------|------|-----|----|
| | 科目 | 上學期 | | 下學期 | | | 科目 | 上學期 | | 下學期 | | | 科目 | 上學期 | | 下學期 | |
| | | 學分 | 時數 | 學分 | 時數 | | | 學分 | 時數 | 學分 | 時數 | | | 學分 | 時數 | 學分 | 時數 |
| 校 必 修 | 體育 | 1 | 2 | 1 | 2 | 校 必 修 | 分類通識 | 2 | 2 | 2 | 2 | 校 必 修 | | | | | |
| | 分類通識 | 2 | 2 | 2 | 2 | | 分類通識 | 2 | 2 | | | | | | | | |
| | 分類通識 | 2 | 2 | 2 | 2 | | | | | | | | | | | | |
| | 小計 | 5 | 6 | 5 | 6 | | 小計 | 4 | 4 | 2 | 2 | | 小計 | | | | |
| 院 必 修 | 應用中文(一)(二) | 2 | 2 | 2 | 2 | 院 必 修 | 商務英文(三)(四) | 2 | 2 | 2 | 2 | 院 必 修 | | | | | |
| | 商務英文(一)(二) | 2 | 2 | 2 | 2 | | | | | | | | | | | | |
| | 管理學 | 3 | 3 | | | | | | | | | | | | | | |
| | 程式設計概論 | 3 | 3 | | | | | | | | | | | | | | |
| | 人工智慧概論 | | | 3 | 3 | | | | | | | | | | | | |
| | 經濟學 | | | 3 | 3 | | | | | | | | | | | | |
| | 統計學 | | | 3 | 3 | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | 小計 | 10 | 10 | 13 | 13 | | 小計 | 2 | 2 | 2 | 2 | | 小計 | | | | |
| 專 業 必 修 | 流通管理概論 | 2 | 2 | | | 專 業 必 修 | 應用經濟學 | 3 | 3 | | | 專 業 必 修 | 行銷研究 | 3 | 3 | | |
| | 管理數學 | 2 | 2 | | | | 應用統計學 | 3 | 3 | | | | 供應鏈管理 | 2 | 2 | | |
| | 行銷管理 | | | 3 | 3 | | 消費者行為 | 3 | 3 | | | | 網路內容行銷 | | | 2 | 2 |
| | | | | | 英語會話(一)(二) | | 2 | 2 | 2 | 2 | 專業倫理 | | | | 2 | 2 | |
| | | | | | 日文(一)(二) | | 2 | 2 | 2 | 2 | 專題製作(一) | | 1 | 1 | | | |
| | | | | | 物流管理 | | | | 2 | 2 | 專題製作(二) | | | | 1 | 1 | |
| | | | | | 數位行銷 | | | | 2 | 2 | | | | | | | |
| | | | | | 資料分析與軟體應用 | | | | 3 | 3 | | | | | | | |
| | | | | | 小計 | | 13 | 13 | 11 | 11 | | | 小計 | 6 | 6 | 5 | 5 |
| | | | | | | | | 電子商務 | 2 | 2 | | | | 專 業 選 修 | 商務企劃 | 2 | 2 |
| | | | | | 商品管理 | 2 | 2 | | | 定價策略與管理 | 2 | 2 | | | | | |
| | | | | | 應用會計學 | 2 | 2 | | | 行銷實務與演練 | 2 | 2 | | | | | |
| | | | | | 日本經貿與文化 | 2 | 2 | | | 廣告管理與實務 | 2 | 2 | | | | | |
| | | | | | 服務行銷與管理 | | | 2 | 2 | 社群行銷 | 2 | 2 | | | | | |
| | | | | | 行銷多媒體應用 | | | 2 | 2 | 零售管理 | 2 | 2 | | | | | |
| | | | | | 社會企業行銷 | | | 2 | 2 | 商店規劃與設計 | 2 | 2 | | | | | |
| | | | | | 創意數位設計 | | | 2 | 2 | 商用英文 | 2 | 2 | | | | | |
| | | | | | 專案管理 | | | 2 | 2 | 基礎商務日語 | 2 | 2 | | | | | |
| | | | | | 行銷通路管理 | | | 2 | 2 | 財務管理實務 | 2 | 2 | | | | | |
| | | | | | 流通科技管理 | | | 2 | 2 | 人際溝通與組織領導 | 2 | 2 | | | | | |
| | | | | | 門市營運管理 | | | 2 | 2 | 綠色行銷 | | | 3 | | 3 | | |
| | | | | | | | | | | 品牌管理 | | | 2 | | 2 | | |
| | | | | | | | | | | 大數據行銷 | | | 2 | | 2 | | |
| | | | | | | | | | | 活動行銷 | | | 2 | | 2 | | |
| | | | | | | | | | | 數位應用實務與演練 | | | 2 | | 2 | | |
| | | | | | | | | | | 連鎖店管理 | | | 2 | | 2 | | |
| | | | | | | | | | | 流通實務與演練 | | | 3 | | 3 | | |
| | | | | | | | | | | 採購與存貨管理 | | | 2 | | 2 | | |
| | | | | | | | | | | 商務溝通與談判 | | | 2 | | 2 | | |
| | | | | | | | | | | 智慧零售科技應用 | | | 2 | | 2 | | |
| | | | | | | | | | | 進階商用日語 | | | 2 | | 2 | | |

| 第四學年(115) | | | | | |
|------------------|------------|-----|----|-----|----|
| | 科目 | 上學期 | | 下學期 | |
| | | 學分 | 時數 | 學分 | 時數 |
| 校 必 修 | 小計 | | | | |
| | | | | | |
| 院 必 修 | 小計 | | | | |
| | | | | | |
| 專 業 必 修 | 商業專業證照 | 1 | 1 | | |
| | | | | | |
| | 小計 | 1 | 1 | | |
| 專 業 選 修 | 行銷個案研討 | 2 | 2 | | |
| | 顧客關係管理 | 2 | 2 | | |
| | 銷售實務 | 2 | 2 | | |
| | 創意行銷 | 2 | 2 | | |
| | 行銷與流通資訊系統 | 2 | 2 | | |
| | 流通個案討論 | 2 | 2 | | |
| | 物流中心經營管理 | 2 | 2 | | |
| | 創新管理 | 2 | 2 | | |
| | 企業資源規劃 | 2 | 2 | | |
| | 商用日語會話 | 2 | 2 | | |
| | 職場進階數位技能 | 2 | 2 | | |
| | 職前演練 | 2 | 2 | | |
| | 校外實習(一)(二) | 9 | 9 | 9 | 9 |

| 專業選修課程開課規劃 | |
|------------|----|
| 學期 | 時數 |
| 第一學年第一學期 | 0 |
| 第一學年第二學期 | 0 |
| 第二學年第一學期 | 4 |
| 第二學年第二學期 | 8 |
| 第三學年第一學期 | 10 |
| 第三學年第二學期 | 13 |
| 第四學年第一學期 | 10 |
| 第四學年第二學期 | 0 |
| 開課時數總計 | 45 |

注意事項：

- 本校訂有學生基本能力與畢業門檻實施辦法。
- 學生需修習勞作教育(0學分4小時)，並於第一學年上下二學期實施。
- 一~三年級每學期應修習16-30學分，四年級每學期應修習9-30學分。
- 最低畢業學分：128 學分；必修學分：84學分。
選修學分：44 學分(選修學分含跨系選修學分)，惟於本系專業選修學分不得低於32學分。
- 畢業年級相當於國內高級中等學校二年級之國外或香港、澳門同類同級學校畢業生，以同等學歷修讀本校學士學位者，最低畢業學分：140學分；必修學分：84 學分；
選修學分：56 學分(選修學分含跨系選修學分)，惟於本系專業選修學分不得低於44學分，可延長修業年限三年。
- 學生應修習校外實習課程，相關辦法依「本校行銷與流通管理系學生校外實習教學實施要點」辦理。
- 表列選修課程僅供參考，依實際狀況調整。

【科目類別】

通識科目(分類通識)：校必修

共同科目(體育)：校必修

專業科目：院必修、專業必修、專業選修

| 【科目類別】 | | 學分 | |
|-----------|-----|-----|-----|
| 通識科目、共同科目 | 校必修 | 16 | 18 |
| 專業科目 | 院必修 | 25 | 25 |
| | 專業必 | 43 | 43 |
| | 專業選 | 44 | 44 |
| 合計 | | 128 | 130 |

行銷與流通管理系
課程規劃委員會行銷與流通管理系
主任 鍾政偉管理學院
院長 林於杏

MUST Curriculum Planning for Undergraduate Students for Academic Years 2023-2026
Department of Marketing and Logistics Management

| 1 st year(112) | | | | | | 2 nd year(113) | | | | | | 3 rd year(114) | | | | | |
|--------------------------------------|---|--------------------------|-----|--------------------------|-----|--------------------------------------|--|--------------------------|-----|--------------------------|-----|--------------------------------------|--|--------------------------|-----|--------------------------|-----|
| | Course | 1 st semester | | 2 nd semester | | | Course | 1 st semester | | 2 nd semester | | | Course | 1 st semester | | 2 nd semester | |
| | | Cr. | hr. | Cr. | hr. | | | Cr. | hr. | Cr. | hr. | | | Cr. | hr. | Cr. | hr. |
| MUST Core Required Courses | Physical Education | 1 | 2 | 1 | 2 | MUST Core Required Courses | Classified general Education | 2 | 2 | 2 | 2 | MUST Core Required Courses | | | | | |
| | Classified general Education | 2 | 2 | 2 | 2 | | Classified general Education | 2 | 2 | | | | | | | | |
| | Classified general Education | 2 | 2 | 2 | 2 | | | | | | | | | | | | |
| | Subtotal | 5 | 6 | 5 | 6 | | Subtotal | 4 | 4 | 2 | 2 | | Subtotal | | | | |
| School Professional Required Courses | Management | 3 | 3 | | | School Professional Required Courses | Business English (III) (IV) | 2 | 2 | 2 | 2 | School Professional Required Courses | | | | | |
| | Introduction to Computers and Programming | 3 | 3 | | | | | | | | | | | | | | |
| | Applied Chinese (I) (II) | 2 | 2 | 2 | 2 | | | | | | | | | | | | |
| | Business English (I) (II) | 2 | 2 | 2 | 2 | | | | | | | | | | | | |
| | Economics | | | 3 | 3 | | | | | | | | | | | | |
| | Statistics | | | 3 | 3 | | | | | | | | | | | | |
| | Introduction to Artificial Intelligence | | | 3 | 3 | | | | | | | | | | | | |
| | Subtotal | 10 | 10 | 13 | 13 | | Subtotal | 2 | 2 | 2 | 2 | | Subtotal | | | | |
| Compulsory courses | Introduction to Distribution Management | 2 | 2 | | | Compulsory courses | Applied Economics | 3 | 3 | | | Compulsory courses | Marketing Research | 3 | 3 | | |
| | Management Mathematics | 2 | 2 | | | | Applied Statistics | 3 | 3 | | | | Supply Chain Management | 2 | 2 | | |
| | Marketing Management | | | 3 | 3 | | Consumer Behavior | 3 | 3 | | | | Content Marketing | | | 2 | 2 |
| | | | | | | | English Conversation (I) (II) | 2 | 2 | 2 | 2 | | Professional Ethics | | | 2 | 2 |
| | | | | | | | Japanese (I) (II) | 2 | 2 | 2 | 2 | | Special Topic Project (I) | 1 | 1 | | |
| | | | | | | | Logistics Management | | | 2 | 2 | | Special Topic Project (II) | | | 1 | 1 |
| | | | | | | | Digital Marketing | | | 2 | 2 | | | | | | |
| | Subtotal | 4 | 4 | 3 | 3 | | Data Analysis and Software Application | | | 3 | 3 | | Subtotal | 6 | 6 | 5 | 5 |
| Elective Courses | | | | | | Elective Courses | Electronic Commerce | 2 | 2 | | | Elective Courses | Business Planning | 2 | 2 | | |
| | | | | | | | Merchandise Management | 2 | 2 | | | | Pricing Strategy and Management | 2 | 2 | | |
| | | | | | | | Applied Accounting | 2 | 2 | | | | Marketing Management: Practice and Training | 2 | 2 | | |
| | | | | | | | Japanese Economics, Trade and Culture | 2 | 2 | | | | Advertising Management and Practices | 2 | 2 | | |
| | | | | | | | Service Marketing and Management | | | 2 | 2 | | Social Media Marketing | 2 | 2 | | |
| | | | | | | | Multimedia Application in Marketing | | | 2 | 2 | | Retail Management | 2 | 2 | | |
| | | | | | | | Social Enterprise Marketing | | | 2 | 2 | | Store Planning and Design | 2 | 2 | | |
| | | | | | | | Creative Digital Design | | | 2 | 2 | | Business English | 2 | 2 | | |
| | | | | | | | project management | | | 2 | 2 | | Business Japanese | 2 | 2 | | |
| | | | | | | | Marketing Channel Management | | | 2 | 2 | | Financial Management | 2 | 2 | | |
| | | | | | | | Logistics Technology and Management | | | 2 | 2 | | Interpersonal Communication and Organ | 2 | 2 | | |
| | | | | | | | Chain Store Operation Management | | | 2 | 2 | | Green Marketing | | | 3 | 3 |
| | | | | | | | | | | | | | Brand Management | | | 2 | 2 |
| | | | | | | | | | | | | | Big Data Marketing | | | 2 | 2 |
| | | | | | | | | | | | | | Event Marketing | | | 2 | 2 |
| | | | | | | | | | | | | | Digital Applications: Practice and Training | | | 2 | 2 |
| | | | | | | | | | | | | | Chain store management | | | 2 | 2 |
| | | | | | | | | | | | | | Distribution Management: Practice and Training | | | 3 | 3 |
| | | | | | | | | | | | | | Purchasing and Inventory Management | | | 2 | 2 |
| | | | | | | | | | | | | | Business Communication and Negotiation | | | 2 | 2 |
| | | | | | | | | | | | | | Smart Retail Technology Application | | | 2 | 2 |
| | | | | | | | | | | | | | Advanced Business Japanese | | | 2 | 2 |

| 4 th year(115) | | | | | |
|--------------------------------------|---|--------------------------|-----|--------------------------|-----|
| | Course | 1 st semester | | 2 nd semester | |
| | | Cr. | hr. | Cr. | hr. |
| MUST Core Required Courses | | | | | |
| | Subtotal | | | | |
| School Professional Required Courses | | | | | |
| | Subtotal | | | | |
| Compulsory courses | Business Professional License | 1 | 1 | | |
| | Subtotal | 1 | 1 | | |
| Elective Courses | Sales Practices | 2 | 2 | | |
| | Innovation Management | 2 | 2 | | |
| | Business Japanese Conversation | 2 | 2 | | |
| | Customer Relationship Management | 2 | 2 | | |
| | Marketing Case Study | 2 | 2 | | |
| | Advanced Computer Skills in the Workplace | 2 | 2 | | |
| | Pre-employment Exercise | 3 | 3 | | |
| | Distribution Case Study | 2 | 2 | | |
| | Creative Marketing | 2 | 2 | | |
| | Enterprise Resource Planning | 2 | 2 | | |
| | Logistics Center Management | 2 | 2 | | |
| | Marketing and Distribution Information System | 2 | 2 | | |
| | Internship(一)(二) | 9 | 9 | 9 | 9 |

Cr./hr.=Credit/hour

Remarks:

- According to university regulations, students are required to meet the graduation requirement of basic language proficiency and professional skills.
- Students shall take 4 hours Service Education courses (0 credits) in the first and second semester of the first academic year.
- In the first three years, students must take 16-30 credits per semester, and 9-30 credits per semester in the 4th year.
- Minimum graduation credits: 128 credits; Compulsory credits: 84 credits. Elective credits: 44 credits (elective credits include inter-departmental elective credits); the elective credits for majors in the department must not be lower than 32 credits.
- Students having graduated from a foreign country, including Hong Kong and Macau, with the equivalent of the second year of high school study of the ROC's high school sophomore level, or with a high school equivalent degree, need to take 140 credits including 84 compulsory credits, and at least 56 elective credits (including inter-departmental elective credits), while elective professional course credits shall not be fewer than 44. The program can be extended up to 3 academic years.
- Students should take off-campus internship courses, and the relevant measures are handled in accordance with the Implementation of Off-campus Internship Teaching for Students in the Department of Marketing and Logistics Management.
- Elective courses are subject to change if necessary.

行銷與流通管理系
課程規劃委員會

行銷與流通管理系
主任 鍾政偉

管理學院
院長 林於杏