

114學年度課程規劃表

行銷與流通管理系(春季班)

日間部四技國際專修部

第一學年(114)						第二學年(115)						第三學年(116)					
	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	2	2	2	2	校必修	體育	2	2			校必修	分類通識	2	2	2	2
	分類通識	2	2	2	2		分類通識	2	2	2	2						
	應用中文(一)(二)	2	2	2	2		商務英文(三)(四)	2	2	2	2						
	商務英文(一)(二)	2	2	2	2												
	小計	8	8	8	8		小計	6	6	4	4		小計	2	2	2	2
院必修	管理學	3	3			院必修	統計學	3	3			院必修	專業倫理			3	3
	程式設計概論	3	3														
	人工智慧概論			3	3												
	經濟學			3	3												
	小計	6	6	6	6		小計	3	3	0	0		小計	0	0	3	3
專業必修	流通管理概論	2	2			專業必修	消費者行為	3	3			專業必修	行銷研究	3	3		
	行銷管理			3	3		永續發展概論	3	3				供應鏈管理	2	2		
					行動行銷與科技應用		2	2			社群行銷與品牌經營		2	2			
					物流管理				2	2	專題製作(一)		2	2			
					數位行銷				2	2	專題製作(二)				2	2	
					資料分析與軟體應用				2	2	網路內容行銷				2	2	
					品牌與時尚學				2	2	行銷專案管理				2	2	
	小計	2	2	3	3		小計	8	8	8	8		小計	9	9	6	6
專業選修	電子商務	2	2			專業選修	會展產業概論	2	2			專業選修	商務企劃	2	2		
	商品美學行銷	2	2				商品管理	2	2				定價策略與管理	2	2		
	創意思考			2	2		互動設計與參與式行銷	2	2				行銷實務與演練	2	2		
	運輸管理			2	2		服務行銷與管理	2	2				廣告管理與實務	2	2		
					創意數位設計		2	2			零售管理		2	2			
					行銷多媒體應用				2	2	商店規劃與設計		2	2			
					社會企業行銷				3	3	數位策展模擬實務		2	2			
					行銷通路管理				2	2	人際溝通與組織領導		2	2			
					流通科技管理				2	2	綠色行銷				3	3	
											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	
											智慧零售科技實務				2	2	

第四學年(117)					
	科目	上學期		下學期	
		學分	時數	學分	時數
校 必 修					
	小計	0	0	0	0
院 必 修					
	小計	0	0	0	0
專 業 必 修					
	小計	0	0	0	0
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
	商用日語會話			2	2
	職場進階數位技能			2	2
	職前演練			2	2
	智慧城市行銷與公關			2	2
	校外實習(一)(二)	9	9	9	9

【科目類別】		學分	時數
專業科目	通識科目、共同科目	30	30
	院必修	18	18
	專業必修	36	36
	專業選修	44	44
合計		128	128

【注意事項】

1. 最低畢業學分：128 學分，含必修：84，選修44學分(本系至少32學分，其餘可跨系)。
2. 一、二、三年級每學期修課16-30學分，四年級每學期修課9-30學分。
3. 表列專業選修課程，得依實際情況進行調整。
4. 本表建立於115年03月25日。

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 2026-2029
Department of Marketing and Logistic Management

1 st year(114)					2 nd year(115)					3 rd year(116)							
	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	2	2	2	2	MUST Core Required Courses	Physical Education	2	2			MUST Core Required Courses	Classified general Education	2	2	2	2
	Classified general Education	2	2	2	2		Classified general Education	2	2	2	2						
	Applied Chinese (I) (II)	2	2	2	2		Business English (III) (IV)	2	2	2	2						
	Business English (I) (II)	2	2	2	2												
	Subtotal	8	8	8	8		Subtotal	6	6	4	4		Subtotal	2	2	2	2
School Professional Required Courses	Management	3	3			School Professional Required Courses	Statistics	3	3			School Professional Required Courses	Professional Ethics			3	3
	Introduction to Computers and Programming	3	3														
	Introduction to Artificial Intelligence			3	3												
	Economics			3	3												
	Subtotal	6	6	6	6		Subtotal	3	3	0	0		Subtotal	0	0	3	3
compulsory courses	Introduction to Distribution Management	2	2			compulsory courses	Consumer Behavior	3	3			compulsory courses	Marketing Research	3	3		
	Marketing Management			3	3		Introduction to Sustainable Development	3	3				Supply Chain Management	2	2		
					Mobile Marketing and Technology Applications		2	2			Social Media Marketing and Brand Management		2	2			
					Logistics Management				2	2	Special Topic Project (I)		2	2			
					Digital Marketing				2	2	Special Topic Project (II)				2	2	
Elective Courses					Elective Courses	Data Analysis and Software Application			2	2	Elective Courses	Online Content Marketing			2	2	
						Branding and Fashion Studies			2	2		Marketing Project Management			2	2	
						Subtotal	8	8	8	8		Subtotal	9	9	6	6	
						Introduction to the Exhibition Industry	2	2				Business Planning	2	2			
						Merchandise Management	2	2				Pricing Strategy and Management	2	2			
Elective Courses	Aesthetic Marketing of Products	2	2			Elective Courses	Interaction Design and Participatory Marketing	2	2			Elective Courses	Marketing Management: Practice and Training	2	2		
	Creative Thinking			2	2		Service Marketing and Management	2	2				Advertising Management and Practices	2	2		
	Transportation Management			2	2		Creative Digital Design	2	2				Retail Management	2	2		
					Multimedia Application in Marketing				2	2	Store Planning and Design		2	2			
					Social Enterprise Marketing				3	3	Digital Curation Practice and Simulation		2	2			
					Marketing Channel Management				2	2	Interpersonal Communication and Organizational Leadership		2	2			
					Logistics Technology and Management				2	2							
											Green Marketing				3	3	
											Big Data Marketing				2	2	
											Event Marketing				2	2	
											Digital Applications: Practice and Exercises				2	2	
											Chain Store Management				2	2	
											Distribution Practice and Exercises				3	3	
											Procurement and Inventory Management				2	2	
											Business Communication and Negotiation				2	2	
									Smart Retail Technology Practice			2	2				

4 th year(117)					
	Course	1st semester		2 nd semester	
		Cr.	hr.	Cr.	hr.
MUST Core Required Courses					
	Subtotal	0	0	0	0
School Professional Required Courses					
	Subtotal	0	0	0	0
compulsory courses					
	Subtotal	0	0	0	0
Elective Courses	Marketing Case Study	2	2		
	Customer Relationship Management	2	2		
	Sales Practices	2	2		
	Creative Marketing	2	2		
	Marketing and Distribution Information Systems	2	2		
	Distribution Case Discussion	2	2		
	Logistics Center Management			2	2
	Innovation Management			2	2
	Business Japanese Conversation			2	2
	Advanced Digital Skills in the Workplace			2	2
	Pre-employment Exercise			2	2
	Smart City Marketing and Public Relations			2	2
	Internship (I) (II)	9	9	9	9

Cr./hr. =Credit/hour

Remarks:

1. 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.
2. In the first three years, students must take 16-30 credits per semester, and 9-30 credits per semester in the 4th year.
3. Elective courses are subject to change if necessary.
4. Please implement according to the school's "Implementation Measures for Students' Basic Abilities and Graduation Thresholds".
5. 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 Logistic Management".
6. 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. The program can be extended up to 3 academic years.
7. This form created in 2026.03.25.

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