

中國文化大學 商 學院 行銷學士學位學程 必修科目表

114 學年度起入學新生實施

必修類別	科目名稱	規定學分	一年級		二年級		三年級		四年級		備註
			上	下	上	下	上	下	上	下	
通識科目	國文	4	2	2							五選一課程
	外文：閱讀與聽講（一）	3	1.5	1.5							
	外文：閱讀與聽講（二）	3			1.5	1.5					
	跨域專長	12			6	6					
	人文學科領域	4	2	4	2	2					
	社會科學領域	2									
	自然科學與數學領域	4									
共同科目	體育	0	0	0	0	0					
通識及共同必修學分合計		32	5.5	7.5	9.5	9.5					
院必修	(3245)國際企業管理	3							3		
專業必修科目	(4001)會計學	3	3								
	(4009)統計學	3	3								
	(1606)普通心理學	3	3								
	(L330)進階簡報設計	2	2								
	(L331)Python 在行銷	3	3								
	(4220)行銷學	4	2	2							
	(3036)經濟學	3		3							
	(L332)行銷美學素養	2		2							
	(4026)企業管理	2		2							
	(L493)行銷創新與創意思考	2		2							
	(L334)促銷管理	3			3						
	(L494)零售與通路管理	2			2						
	(L336)邏輯學在行銷	4			2	2					
	(L337)財務管理概論	2				2					
	(I507)消費者心理學	3				3					
	(3041)商事法	2					2				
	(L338)新產品發展策略	2					2				
	(M478)ESG 企業倫理	2					2				
	(A088)品牌管理	3					3				
	(7319)廣告學概論	2						2			
(L340)服務行銷	2						2				
(D334)公共關係概論	2						2				
(8381)策略管理	3							3			
(L341)定價策略	2							2			
專業必修學分合計		65	16	12	7	7	9	6	8		
必修學分總計		99	21.5	18.5	16.5	16.5	9	6	8		
最低畢業學分數		128 學分									
其他修業規定：											
全球競爭力檢定	通過全球競爭力檢定，依本校「大學部學生全球競爭力檢定實施辦法」辦理，詳細資訊請參考教務組網頁。 https://reg.pccu.edu.tw/										
倫理課程	參與「職業倫理」、「中華文化專題」，依本校「職業倫理教育實施要點」及「中華文化專題講座實施要點」辦理，詳細資訊請參考綜合業務組網頁。 https://cur.pccu.edu.tw/										
全人學習護照	參與全人學習護照各項學習活動達認證標準，依本校「全人學習護照實施辦法」辦理，詳細資訊請參考課外活動組網頁。 https://activity.pccu.edu.tw/										

Culture University, Required Courses List, Bachelor Program of Marketing

Effective for Students Enrolled in and from the 2025 Academic Year

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
Required Courses											
General Required Courses	CHINESE	4	2	2							Choose 1 of 5 Courses
	FOREIGN LANGUAGE READING AND CONVERSATION(1)	3	1.5	1.5							
	FOREIGN LANGUAGE READING AND CONVERSATION(2)	3			1.5	1.5					
	INTERDISCIPLINARY PROGRAM	12			6	6					
	ART AND HUMANITIES	4	2	4	2	2					
	NATURAL SCIENCES AND MATHEMATICS	4									
	SOCIAL SCIENCES	2									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
Total General and Common Courses Credits		32	5.5	7.5	9.5	9.5					
Required Courses by College	(3245) INTERNATIONAL BUSINESS MANAGEMENT	3							3		
Required Courses by Department	(4001) ACCOUNTING	3	3								
	(4009) STATISTICS	3	3								
	(1606) BASIC PSYCHOLOGY	3	3								
	(L330) ADVANCED PRESENTATION DESIGN	2	2								
	(L331) PYTHON IN MARKETING	3	3								
	(4220) MARKETING	4	2	2							
	(3036) ECONOMICS	3		3							
	(L332) MARKETING AESTHETICS	2		2							
	(4026) BUSINESS MANAGEMENT	2		2							
	(L493) MARKETING INNOVATION AND CREATIVE THINKING	2		2							
	(L334) PROMOTION MANAGEMENT	3			3						
	(L494) RETAIL AND CHANNEL MANAGEMENT	2			2						
	(L336) LOGIC IN MARKETING	4			2	2					
	(L337) INTRODUCTION TO FINANCIAL MANAGEMENT	2				2					
	(I507) CONSUMER PSYCHOLOGY	3				3					
	(3041) COMMERCIAL LAW	2					2				
	(L338) NEW PRODUCT DEVELOPMENT STRATEGY	2					2				
	(M478) ESG BUSINESS ETHICS	2					2				
	(A088) BRAND MANAGEMENT	3					3				
	(7319) INTRODUCTION TO ADVERTISING	2						2			
	(L340) SERVICE MARKETING	2						2			
(D334) INTRODUCTION OF PUBLIC RELATIONS	2						2				
(8381) STRATEGIC MANAGEMENT	3							3			
(L341) PRICING STRATEGY	2							2			
Total Credits of Required Subjects		65	16	12	7	7	9	6	8		
Total Required Credits		99	21.5	18.5	16.5	16.5	9	6	8		
Graduate Credits		128									
Other provisions of graduate requirements :											

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
Global competitiveness	Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information. https://reg.pccu.edu.tw/										
Professional Ethics/ Special Topics in Chinese Culture	According to the university's 'Implementation Guidelines for Professional Ethics Education' and 'Implementation Guidelines for Chinese Culture Topics Lectures,' students are required to participate in two-semester courses: 'Professional Ethics' and 'Chinese Culture Topics.' For detailed information, please refer to the website of the Curriculum Section: https://cur.pccu.edu.tw/										
Whole Person Learning Passport	To fulfill the Whole Person Learning Passport requirements, students must actively participate in various learning activities. These activities are organized in accordance with our university's guidelines for the Whole Person Learning Passport. For more detailed information, please visit the website of the Extracurricular Activities Section at https://activity.pccu.edu.tw/ ."										