

中國文化大學新聞暨傳播學院廣告學系必修科目表

113學年度起入學新生適用

| 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 | | | | | | | |
| | 外文：閱讀與聽講（一） | | 3 | 1.5 | 1.5 | | | | | | | 五選一課程 |
| | 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 | 4 | 4 | 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 | | | | | |
| | 全民國防教育軍事訓練-(1) | | 0 | | 0 | | | | | | | |
| 通識及共同必修學分合計 | | | 32學分 | | | | | | | | | |
| 專業必修科目 | (7319)廣告學概論 | | 4 | 2 | 2 | | | | | | | |
| | (7321)行銷原理 | | 4 | 2 | 2 | | | | | | | |
| | (4699)消費行為廣告心理 | | 4 | | | 2 | 2 | | | | | |
| | (7707)創意原理 | | 2 | | | | 2 | | | | | |
| | (7318)傳播理論 | | 3 | | | 3 | | | | | | 院必修 |
| | (1271)傳播研究方法 | | 2 | | | | 2 | | | | | 院必修 |
| | (2941)傳播統計學 | | 2 | | | | 2 | | | | | 院必修 |
| | (K952)廣告科技語言整合應用 | | 2 | | | 2 | | | | | | |
| | (7490)廣告策略與企劃 | | 4 | | | | | 2 | 2 | | | |
| | (7313)廣告專題講座 | | 4 | | | | | 2 | 2 | | | |
| | (7658)畢業製作 | | 6 | | | | | | | 3 | 3 | |
| | (C120)傳播倫理與法規 | | 2 | | | | | | | | 2 | |
| | 專業必修合計 | | | 39 | 4 | 4 | 7 | 8 | 4 | 4 | 3 | 5 |
| 專業學群必修科目 | A 廣告策略企劃學群 | (3712)整合行銷傳播 | 2 | | | 2 | | | | | | 1. 畢業學分內須含任兩個完整學群科目。 2. 除必修兩學群，額外修習之學群科目，轉認列為選修學分。 |
| | | (C564)媒體計畫 | 2 | | | | | 2 | | | | |
| | | (4182)行銷研究 | 2 | | | | | | | 2 | | |
| | B 廣告表現創作學群 | (7777)設計基本原理 | 2 | 2 | | | | | | | | |
| | | (3711)視覺傳達原理 | 2 | | | 2 | | | | | | |
| | | (3398)廣告設計 | 2 | | | | 2 | | | | | |
| | C 創意產業行銷學群 | (D335)文化创意產業概論 | 2 | | 2 | | | | | | | |
| | | (D338)創意產業行銷與實務 | 2 | | | | | 2 | | | | |
| | | (D179)創意產業專題 | 2 | | | | | | 2 | | | |
| 專業必修學分合計 | 廣告策略企劃學群 | | 45學分 | | | | | | | | | |
| | 廣告表現創作學群 | | 45學分 | | | | | | | | | |
| | 創意產業行銷學群 | | 45學分 | | | | | | | | | |
| 必修學分總計 | 廣告策略企劃學群 | | 77 | 13 | 13 | 17 | 14 | 6 | 4 | 5 | 5 | |
| | 廣告表現創作學群 | | 77 | 15 | 13 | 17 | 16 | 4 | 4 | 3 | 5 | |
| | 創意產業行銷學群 | | 77 | 13 | 15 | 15 | 14 | 6 | 6 | 3 | 5 | |
| 最低畢業學分數 | | | 128學分 | | | | | | | | | |

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| 說明 | <ol style="list-style-type: none"> 1. 畢業學分中，除校定共同必修目及專業必修科目外，本系學生每人必須於廣告系所開立之三學群中任選修兩個學群，始可畢業。 2. 畢業學分可承認外系專業課程為選修學分，至多承認 10 學分。 3. 須配合課程完成專業實習及畢業製作公開展出，始可畢業。 |
| 其他修業規定 | |
| 服務學習 | 參與服務學習，依本校「服務學習實施辦法」辦理，詳細資訊請參考綜合業務組網頁。 https://cur.pccu.edu.tw/ |
| 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/ |

**Chinese Culture University, Required Courses List,
Department of Advertising , College of Journalism and Communication**

Effective for Students Enrolled in and from the 2024 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 | | | | | | | |
| | FOREIGN LANGUAGE | 4 | 2 | 2 | | | | | | | Choose 1 of 6 Courses |
| | FOREIGN LANGUAGE LISTENING AND SPEAKING DRILL | 2 | 1 | 1 | | | | | | | (Language matches the above chosen) |
| | INTERDISCIPLINARY PROGRAM | 12 | | | 6 | 6 | | | | | |
| | ART AND HUMANITIES | 4 | 4 | 4 | 2 | | | | | | |
| | NATURAL SCIENCES AND MATHEMATICS | 4 | | | | | | | | | |
| | SOCIAL SCIENCES | 2 | | | | | | | | | |
| Common Courses | PHYSICAL EDUCATION | 0 | 0 | 0 | 0 | 0 | | | | | |
| | ALL-OUT DEFENSE EDUCATION MILITARY TRAINING - INTERNATIONAL SITUATIONS | 0 | 0 | | | | | | | | |
| Total General and Common Courses Credits | | 32 | 9 | 9 | 8 | 6 | | | | | |
| Required Courses by College | (7318)COMMUNICATION THEORIES | 3 | | | 3 | | | | | | |
| | (1271) RESEARCH METHODS IN COMMUNICATION | 2 | | | | 2 | | | | | |
| | (2941) STATISTICS FOR COMMUNICATION STUDY | 2 | | | | | 2 | | | | |
| Required Courses by Department | (7319) INTRODUCTION TO ADVERTISING | 4 | 2 | 2 | | | | | | | |
| | (7321) PRINCIPLE of MARKETING | 4 | 2 | 2 | | | | | | | |
| | (4699) CONSUMER BEHAVIOR & ADVERTISING PSYCHOLOGY | 4 | | | 2 | 2 | | | | | |
| | (7707) | 2 | | | | 2 | | | | | |

| 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) | | |
| | PRINCIPLE OF CREATIVITY | | | | | | | | | | | |
| | (K952) ADVERTISING TECHNOLOGY AND LANGUAGE APPLICATIONS | 2 | | | 2 | | | | | | | |
| | (7490) ADVERTISING STRATEGY & PLANNING | 4 | | | | | 2 | 2 | | | | |
| | (7313) LECTURE on ADVERTISING SPECIAL TOPICS | 4 | | | | | 2 | 2 | | | | |
| | (7658) GRADUATION PRODUCTION | 6 | | | | | | | 3 | 3 | | |
| | (C120) ETHIC AND LAW IN COMMUNICATION | 2 | | | | | | | | 2 | | |
| Total Required Credits | | 39 | 4 | 4 | 7 | 8 | 4 | 4 | 3 | 5 | | |
| Required Courses by Professional Concentration | A Advertising Strategy and Planning Concentration | (3712) INTEGRATED MARKETING COMMUNICATION | 2 | | 2 | | | | | | 1. Graduation credits must include two concentrations. | |
| | | (C564) MEDIA PLAN | 2 | | | | 2 | | | | | |
| | | (4182) MARKETING RESEARCH | 2 | | | | | | 2 | | | |
| | B Advertising Creativity and Production Concentration | (7777) FUNDAMENTAL PRINCIPLE OF GRAPHIC DESIGN | 2 | 2 | | | | | | | | 2. In addition to the two concentrations, the additional concentration courses will be recognized as elective credits. |
| | | (3711) PRINCIPLE OF VISUAL COMMUNICATION | 2 | | | 2 | | | | | | |
| | | (3398) ADVERTISING LAYOUT AND DESIGN | 2 | | | | 2 | | | | | |
| | C Creative Industry Marketing | (D335) INTRODUCTION OF CULTURAL | 2 | | 2 | | | | | | | |

| 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) | |
| | Concentration | AND CREATIVE INDUSTRY | | | | | | | | | | |
| | | (D338) MARKETING AND PRACTICE OF CREATIVE INDUSTRY | 2 | | | | | 2 | | | | |
| | | (D179) SPECIAL TOPICS OF CREATIVE INDUSTRY | 2 | | | | | | 2 | | | |
| Minimum Graduation Credits | | | 128 | | | | | | | | | |
| Requirements | <p>1-In addition to the college and department required compulsory courses, student must choose two concentrations before graduation.</p> <p>2-Other department courses can be recognized as elective credits; however, the maximum recognizable credits are 10 credits.</p> <p>3-Students must complete professional internship and graduation productions for public exhibition before graduation.</p> | | | | | | | | | | | |
| Other provisions of graduate requirements : | | | | | | | | | | | | |
| Service Learning | Participation in service learning shall be conducted in accordance with the 'Implementation Measures for Service Learning' of the university. For detailed information, please refer to the website of the Curriculum Section at https://cur.pccu.edu.tw/ | | | | | | | | | | | |
| 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. Section at 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/ | | | | | | | | | | | |