## 中國文化大學 商 學院 行銷學士學位學程 必修科目表

113 學年度起入學新生實施

| 113 學年度起入學                              |                               |                         |                             |                            |          |                   |              |             |  | 学新生實施   |           |          |               |               |             |
|---|-------------------------------|-------------------------|-----------------------------|----------------------------|----------|-------------------|--------------|-------------|--|---------|-----------|----------|---------------|---------------|-------------|
| 必修                                      | A1                            | - D 40                  |                             |                            | 規定 一     |                   | 手級           | 二年          | E級                                     | 三年級     |           | 四年級      |               | 備             | 註           |
| 類別                                      | 科                             | 目名                      | 名 稱                         |                            | 學分       | 上                 | 下            | 上           | 下                                      | 上       | 下         | 上        | 下             |               |             |
| 17                                      | 國文                            |                         |                             |                            | 4        | 2                 | 2            |             |  |         |           |          |               |               |             |
| 通                                       | 外文:閱讀                         | 與聽言                     | 講 (一)                       |                            | 3        | 1.5               |              |             |  |         |           |          |               | 五選一           | 課程          |
| 識                                       | 外文:閱讀                         |                         |                             |                            | 3        |                   |              | 1.5         | 1.5                                    |         |           |          |               |               | 2/1-/1-     |
| 田以                                      | 跨域專長                          | 7 7 7 7 7               | .11 ( - )                   |                            | 12       |                   |              | 6           | 6                                      |         |           |          |               |               |             |
| 科                                       | 人文學科領域                        |                         |                             | 4                          |          |                   |              |             |  |         |           |          |               |               |             |
|   | 社會科學領                         | 域                       |                             |                            | 2        | 2                 | 4            | 2           | 2                                      |         |           |          |               |               |             |
| 目                                       | 白然科學與                         | 學與數學領域                  |                             |                            |          | _                 | •            | _           | _                                      |         |           |          |               |               |             |
| 丑同                                      |                               | 1 / 1 3 4 7 1 3 7 7 7 7 |                             |                            |          | 0                 | 0            | 0           | 0                                      |         |           |          |               |               |             |
|   | 共同 <u>體育</u><br>計目 全民國防教育軍事訓練 |                         |                             |                            | 0        | 0                 |              |             |  |         |           |          |               |               |             |
| 通識及共同必修學分合計                             |                               |                         | 32                          | 5.5                        | 7.5      | 9.5               | 9.5          |             |  |         |           |          |               |               |             |
|   | 院必 (3245)國際企業管理               |                         |                             | 3                          | 3.3      | 7.5               | 3.3          | J. <b>J</b> |  |         | 3         |          |               |               |             |
| ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | (4001)會計                      |                         | 上上                          |                            | 3        | 3                 |              |             |  |         |           | 3        |               |               |             |
| 專                                       |                               |                         |                             |                            | 3        | 3                 |              |             |  |         |           |          |               |               |             |
|   | (4009)統計(                     | <u>子</u><br>心细丝         | Ļ                           |                            | 3        | 3                 |              |             |  |         | -         |          | -             |               |             |
|   | (1606)普通,<br>(L330)進階戶        | <u>口坯字</u> 箱却却          | -<br>·計                     |                            | 2        | 2                 |              |             |  |         | -         |          | -             |               |             |
|   |                               |                         |                             |                            | 3        | 3                 |              |             |  |         | -         |          | -             |               |             |
| 業                                       | (L331)Pytho                   |                         | 到                           |                            | 4        | 2                 | 2            |             |  |         |           |          |               |               |             |
| 未                                       | (4220)行銷                      |                         |                             |                            | 3        |                   | 3            |             |  |         |           |          |               |               |             |
|   | (3036)經濟                      |                         |                             |                            | 2        |                   | 2            |             |  |         |           |          |               |               |             |
|   | (L332)行銷                      |                         | . 食                         |                            | 2        |                   | 2            |             |  |         |           |          |               |               |             |
|   | (4026)企業                      |                         | 1. 公立田 十                    | <u> </u>                   |          |                   |              |             |  |         |           |          |               |               |             |
| 必                                       | (L493)行銷魚                     |                         | 別思思る                        | ĵ                          | 2        |                   | 2            | 2           |  |         |           |          |               |               |             |
|   | (L334)促銷行                     |                         | · 佐 田                       |                            | 3        |                   |              | 3           |  |         |           |          |               |               |             |
|   | (L494)零售身                     |                         |                             |                            |          |                   |              | 2           | 2                                      |         |           |          |               |               |             |
|   | (L336)邏輯學                     |                         |                             |                            | 4        |                   |              | 2           | 2                                      |         |           |          |               |               |             |
| 修                                       | (L337)財務行                     |                         |                             |                            | 2        |                   |              |             | 2                                      |         |           |          |               |               |             |
| 19                                      | (1507)消費者                     |                         | 学                           |                            | 3        |                   |              |             | 3                                      | 2       |           |          |               |               |             |
|   | (3041)商事                      | <u> </u>                | <b>於一</b> 由                 |                            | 2        |                   |              |             |  | 2       |           |          |               |               |             |
|   | (L338)新產品                     | <b></b>                 | 東略                          |                            | 2        |                   |              |             |  | 2       |           |          |               |               |             |
|   | (M478)ESG                     |                         | 帝埋                          |                            | 2        |                   |              |             |  | 2       |           |          |               |               |             |
| 科                                       | (A088)品牌                      |                         |                             |                            | 3        |                   |              |             |  | 3       |           |          |               |               |             |
|   | (7319)廣告                      |                         | ì                           |                            | 2        |                   |              |             |  |         | 2         |          |               |               |             |
|   | (L340)服務?                     |                         |                             |                            | 2        |                   |              |             |  |         | 2         |          |               |               |             |
|   | (D334)公共                      |                         | 光論                          |                            | 2        |                   |              |             |  |         | 2         |          |               |               |             |
| 目                                       | (8381)策略                      |                         |                             |                            | 3        |                   |              |             |  |         |           | 3        |               |               |             |
|   | (L341)定價分                     | 東略                      |                             |                            | 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                            | <b>業</b>                | 學 分                         | 數                          | 128      | 學分                |              |             |  |         |           | •        |               | •             |             |
|   | 修業規定:                         | <u> </u>                | <del>,</del> / <del>,</del> | ~~                         |          | 1 /4              |              |             |  |         |           |          |               |               |             |
| 7 10                                    | 少不凡人。                         | ـ د د                   | nn 2- 111                   |                            | . 1 1. 1 |                   | . cks        | <b>户</b>    |  |         |           | · , -h   |               | <i>A</i> L    | A 112 -22 - |
| 服務                                      | 學習                            |                         |                             |                            |          |                   |              | 貫施          | 辨法                                     | 」辨玛     | 足,詳       | 細負       | 訊請            | <b>参考</b> 綜   | 合業務組        |
| ハベイカ・                                   | 7-14                          | 網頁                      | <ul><li>https://</li></ul>  | /cur.                      | pccu.ed  | du.tw,            | /            |             |  |         |           |          |               |               |             |
|   |                               | 涌温.                     | <b>入</b> 球 錇 釒              | カ松                         | · 宁 , d  | ; <del>k</del> t: | · 「 <b>ナ</b> | 與 並         | 題 ル                                    | 入北立     |           | 协宁       | 安坎            | 辦法            | 辨理,詳        |
| 全球竞                                     | 竞争力檢定                         |                         |                             |                            |          |                   |              |             | -                                      |         |           | 奴人       | . 貝 他         | 洲広」           | <b>州</b>    |
| 4-20                                    |                               |                         | 訊請參考                        |                            |          |                   | • • •        |             |  |         |           |          |               |               |             |
|   |                               | 參與                      | 「職業倫                        | 理」                         | 八中華      | 库文化               | 1專題          | 过」,在        | 衣本村                                    | 交「職     | 業倫        | 理教       | 育實            | 施要點           | 」及「中        |
| 倫理                                      | 課程                            | 華文                      | 化專題講                        | 題講座實施要點」辦理,詳細資訊請參考綜合業務組網頁。 |          |                   |              |             |  |         |           |          |               |               |             |
|   |                               |                         | ://cur.pcc                  |                            | -        | /"                | , -          | -1 (        | >\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ | -14 2   | y • */• L | - 71/47/ | , ,           | • / •         |             |
| <u> </u>                                |                               |                         | •                           |                            |          | 9 22 -            | ٠            |             | 111 14                                 |         | 1 15      | Г ъ -    | <i>t</i> /3 → | 7 146 127 124 |             |
| 会人                                      | 學習護照                          |                         |                             |                            |          |                   |              |             |  |         |           |          |               |               | 施辨法」        |
| エハ·                                     | 了日叹派                          | 辨理                      | ,詳細資                        | 訊請                         | 青參考言     | 果外沒               | 動組           | L網頁         | <ul><li>htt</li></ul>                  | tps://a | activit   | y.pcc    | u.edı         | ı.tw/         |             |

## Chinese Culture University, Required Courses List, Bachelor Program of Marketing

Effective for Students Enrolled in and from the 2024 Academic Year

| Categories for                                  |  |                 | 1st Year |      | 2nd Year                 |      | 3rd Year                 |     | 4th Year |     |                 |
|---|--|-----------------|----------|------|--------------------------|------|--------------------------|-----|----------|-----|-----------------|
| Categories for Compulsory Courses  Course Title |  | Credit<br>Hours | 1st      | 2nd  | 1st<br>semester<br>(Sep) | 2nd  | 1st<br>semester<br>(Sep) | 2nd | 1st      | 2nd | Remark          |
| Required Course                                 |  |                 |          |      |                          |      |                          |     |          |     |                 |
| (   | CHINESE  | 4               | 2        | 2    |                          |      |                          |     |          |     |                 |
|   | FOREIGN LANGUAGE READING AND CONVERSATION(1)         | 3               | 1.5      | 1.5  |                          |      |                          |     |          |     | Choose 1        |
| General   | FOREIGN LANGUAGE READING AND CONVERSATION(2)         | 3               |          |      | 1.5                      | 1.5  |                          |     |          |     | of 5<br>Courses |
|   | INTERDISCIPLINARY PROGRAM                            | 12              |          |      | 6                        | 6    |                          |     |          |     |                 |
| Courses   | ART AND HUMANITIES                                   | 4               |          |      |                          |      |                          |     |          |     |                 |
|   | NATURAL SCIENCES AND<br>MATHEMATICS                  | 4               | 2        | 4    | 2                        | 2    |                          |     |          |     |                 |
| 9   | SOCIAL SCIENCES                                      | 2               |          |      |                          |      |                          |     |          |     |                 |
| Common  | PHYSICAL EDUCATION                                   | 0               | 0        | 0    | 0                        | 0    |                          |     |          |     |                 |
| Courses   | ALL-OUT DEFENSE EDUCATION<br>MILITARY TRAINING       | 0               | 0        |      |                          |      |                          |     |          |     |                 |
| Total General and C                             | Total General and Common Courses Credits             |                 | 5.5      | 7.5  | 9.5                      | 9.5  |                          |     |          |     |                 |
|   | · · · · · · · · · · · · · · · · · · ·                |                 |          |      |                          |      |                          |     | 3        |     |                 |
| (   | (4001) ACCOUNTING                                    | 3               | 3        |      |                          |      |                          |     |          |     |                 |
| F   | (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    |                          |      |                          |     |          |     |                 |
| 1.  | (L493) MARKETING INNOVATION<br>AND CREATIVE THINKING | 2               |          | 2    |                          |      |                          |     |          |     |                 |
| Ľ.  | (L334) PROMOTION MANAGEMENT                          | 3               |          |      | 3                        |      |                          |     |          |     |                 |
| Required  | (L494) RETAIL AND CHANNEL<br>MANAGEMENT              | 2               |          |      | 2                        |      |                          |     |          |     |                 |
| Danamhmaanh                                     | (L336) LOGIC IN MARKETING                            | 4               |          |      | 2                        | 2    |                          |     |          |     |                 |
|   | (L337) INTRODUCTION TO FINANCIAL MANAGEMENT          | 2               |          |      |                          | 2    |                          |     |          |     |                 |
| H   | (I507) CONSUMER PSYCHOLOGY                           | 3               |          |      |                          | 3    |                          |     |          |     |                 |
| Ľ   | (3041) COMMERCIAL LAW                                | 2               |          |      |                          |      | 2                        |     |          |     |                 |
| 1   | (L338) NEW PRODUCT<br>DEVELOPMENT STRATEGY           | 2               |          |      |                          |      | 2                        |     |          |     |                 |
| H   | (M478) ESG BUSINESS ETHICS                           | 2               |          |      |                          |      | 2                        |     |          |     |                 |
| (   | (A088) BRAND MANAGEMENT<br>(7319) INTRODUCTION TO    | 2               |          |      |                          |      | 3                        | 2   |          |     |                 |
| -   | ADVERTISING<br>(L340) SERVICE MARKETING              | 2               |          |      |                          |      |                          | 2   |          |     |                 |
| (   | (D334) INTRODUCTION OF PUBLIC RELATIONS              | 2               |          |      |                          |      |                          | 2   |          |     |                 |
| F   | (8381) STRATEGIC MANAGEMENT                          | 3               |          |      |                          |      |                          |     | 3        |     |                 |
| -   | (L341) PRICING STRATEGY                              | 2               |          |      |                          |      |                          |     | 2        |     |                 |
| Total Credits of Required Subjects              |  |                 | 16       | 12   | 7                        | 7    | 9                        | 6   | 8        |     |                 |
| Total Required Credits                          |  |                 | 21.5     | 18.5 | 16.5                     | 16.5 | 9                        | 6   | 8        |     |                 |
| Graduate Credits                                |  |                 |          |      |                          |      |                          |     |          |     |                 |

| _  | l (Ourse Litte L   | Credit<br>Hours | 1st Year                 |                          | 2nd Year                 |                          | 3rd Year                 |                          | 4th Year                 |                          |        |
|--|--|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------|
| Categories for<br>Compulsory Courses                         |  |                 | 1st<br>semester<br>(Sep) | 2nd<br>semester<br>(Feb) | 1st<br>semester<br>(Sep) | 2nd<br>semester<br>(Feb) | 1st<br>semester<br>(Sep) | 2nd<br>semester<br>(Feb) | 1st<br>semester<br>(Sep) | 2nd<br>semester<br>(Feb) | Remark |
| Other provisions of graduate requirements:                   |  |                 |                          |                          |                          |                          |                          |                          |                          |                          |        |
| Service<br>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<br>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/<br>Special Topics in<br>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<br>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/."    |                 |                          |                          |                          |                          |                          |                          |                          |                          |        |