Advertising and Strategic Marketing Department Courses Outline for All Students Entering in 2018-19 Academic Year

Label of	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Courses											
Ming Chuan Required Courses - Chinese Literature	00123	Chinese Literature Appreciation and Creative Writing (I)	Freshman	Previous	Required	2	2	2	0	First Semester	
Ming Chuan Required Courses - Chinese Literature	00124	Chinese Literature Appreciation and Creative Writing (II)	Freshman	Next	Required	2	2	2	0	Second Semester	
Ming Chuan Required Courses - English	01106	Practical English (I)	Freshman	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses - English	01107	Practical English (II)	Freshman	Next	Required	0	2	1	1	Second Semester	
Ming Chuan Required Courses -English	01206	Practical English (III)	Sophomore	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses -English	01207	Practical English (IV)	Sophomore	Next	Required	0	2	1	1	Second Semester	
Ming Chuan Required Courses -English	01306	Business Communication English (I)	Junior	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -English	01307	Business Communication English	Junior	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -English	01406	Business Communication English	Senior	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -English	01407	Business Communication English (IV)	Senior	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -Computer	36134	IT-Office Applications	Freshman	Previous	Required	2	3	2	1	First Semester	Computer Course
Ming Chuan Required Courses -Computer	13285	Programming	Freshman	Next	Required	2	3	2	1	Second Semester	Computer Course
Ming Chuan Required Courses -Physical Education	00121	Physical Education (I)	Freshman	Previous	Required	0	2	2	0	First Semester	

Ming Chuan Required Courses -Physical Education	00122	Physical Education	Freshman	Next	Required	0	2	2	0	Second Semester	
Ming Chuan Required Course -Physical Education	00224	Physical Education	Sophomore	Previous	Required	0	2	2	0	First Semester	
Ming Chuan Required Course -Physical Education	00222	Physical Education (IV)	Sophomore	Next	Required	0	2	2	0	Second Semester	
Ming Chuan Required Courses -Physical Education	00321	Physical Education (V)	Junior	Previous	Required	0	2	2	0	First Semester	
Ming Chuan Required Courses -Physical Education	00322	Physical Education (VI)	Junior	Next	Required	0	2	2	0	Second Semester	
Required Courses- Advertising Basic Course	26201	Management	Sophomore	Next	Required	2	2	2	0	Second Semester	
Required Courses- Advertising Basic Course	29120	Multimedia basic Technology	Freshman	Previous	Required	2	2	2	0	First Semester	
Required Courses- Advertising Basic Course	29121	Multimedia basic Technology	Freshman	Next	Required	2	2	2	0	Second Semester	
Required Courses- Advertising Basic Course	33215	Principles of Communication (I)	Sophomore	Previous	Required	2	2	2	0	First Semester	
Required Courses- Advertising Basic Course	33216	Principles of Communication (II)	Sophomore	Next	Required	2	2	2	0	Second Semester	
Required Courses- Advertising Basic Course	33250	Communication Research Methods (I)	Sophomore	Previous	Required	2	2	2	0	First Semester	
Required Courses- Advertising Basic Course	33251	Communication Research Methods (II)	Sophomore	Next	Required	2	2	2	0	Second Semester	
Required Courses- Advertising Basic Course	33328	Communication Practices (I)	Junior	Previous	Required	3	3	3	0	First Semester	
Required Courses- Advertising Basic Course	33329	Communication Practices (II)	Junior	Next	Required	3	3	3	0	Second Semester	

Course- Required 34112 Public Relations Freshman Next Required 2 2 2 2 0 0 Second Semister Recovered Semister Protocome Advertising Residence of Course- Required 34114 Practices in Photography Preshman Next Required 2 2 2 0 0 Second Semister Recovered Semister Protocome Required 34221 Computer Graphics Sophomore Previous Required 2 2 2 0 0 First Semister Recovered Semiste			101 All Stud	ichts Enter				ı caı			
Required Courses-Advertising Registed Courses President Courses Principles of Marketing Courses President Courses Pr		34111	Advertising	Freshman	Previous	Required	2	2	2	0	First Semester
Required Courses-Advertising Registed Courses President Courses Principles of Marketing Courses President Courses Pr	Basic Course										
Required Courses- Advertising Basic Courses States	Required Courses- Advertising	34112	Public Relations	Freshman	Next	Required	2	2	2	0	
Required Courses- Advertising Basis Course Sophomore Course Sophom	Required Courses- Advertising	34114	Practices in Photography	Freshman	Next	Required	2	2	2	0	
Required Courses- Advertising Basic Course Required States Required States Required Courses- Advertising Basic Course Required States Required States Required Courses- Advertising Basic Course Required States Required States Required Courses- Advertising Basic Course Required States Required States Required States Required Courses- Advertising Basic Course Required States Required States Required Courses- Advertising Basic Course Required States Required States Required States Required Courses- Advertising Basic Course Required States Required States Required Courses- Advertising Basic Course Required States Required States Required Courses- Advertising Basic Course Required States Required St	Required Courses- Advertising	34221	Computer Graphics	Sophomore	Previous	Required	2	2	2	0	
Required Courses- Advertising Basic Course Required Course Required Courses- Advertising Basic Course Required Courses- Advertising Basic Course Required Courses- Advertising Basic Course Required Course Semester Courses- Advertising Basic Course Required Course Semester Semester Required Course Semester Semester Required Course Semester Semester Required Course Semester Semester Semester Semester Required Course Semester Sem	Required Courses- Advertising	34222	Consumer Insight	Sophomore	Next	Required	2	2	2	0	
Courses- Advertising Basic Course Required Courses- Advertising Basi	Required Courses- Advertising	34223	Advertising Creativity	Sophomore	Previous	Required	2	2	2	0	
Courses- Advertising Basic Course Required Semester Integrated Marketing Communications Junior Previous Required Required Required Required Courses- Advertising Basic Course Required Semester Required Advertising Basic Course Required Courses- Advertising Basic Course Required Courses- Advertising Basic Course Required Semester Required Courses- Advertising Basic Course Required Semester Required Courses- Advertising Basic Course Required Semester Required Courses- Advertising Basic Course Required Semester Required Courses- Advertising Basic Course Required Semester Required Required Courses- Advertising Basic Course Required Semester Required Courses- Advertising Basic Course Required Semester Required Courses- Advertising Basic Course Required Semester Required Semester Required Semester Semester Required Semester Semest	Courses- Advertising	34224		Sophomore	Next	Required	2	2	2	0	
Courses- Advertising Basic Course Required Courses- Required Courses- Advertising Basic Course Required Courses- Required Courses- Advertising Basic Course Required Course- Requir	Courses- Advertising	34225	Principles of Marketing	Sophomore	Previous	Required	2	2	2	0	
Courses- Advertising Basic Course Required Courses- Advertising Basic Course	Courses- Advertising	34226	Advertising Copywriting	Sophomore	Next	Required	2	2	2	0	
Courses- Advertising Basic Course Required Courses- Advertising Basic Course	Courses- Advertising	34227		Sophomore	Previous	Required	2	2	2	0	
Courses- Advertising Basic Course Required Courses- Advertising Basic Course	Courses- Advertising	34308	_	Junior	Next	Required	2	2	2	0	
Courses- Advertising Basic Course Required Courses- Advertising Basic Course	Courses- Advertising	34323	Media Planning	Junior	Previous	Required	2	2	2	0	
Courses- Advertising Basic Course Required Courses- Advertising Basic Course Required Courses- Advertising Basic Course Advertising Basic Course Courses- Advertising Basic Course Courses- Advertising Basic Course Courses- Advertising Basic Course Courses- Advertising Basic Course	Courses- Advertising	26301	-	Junior	Next	Required	2	2	2	0	
Courses- Advertising Basic Course Semester Semester	Courses- Advertising	34337	_	Junior	Previous	Required	2	2	2	0	
Required 34346 Special Lecture Series Junior Next Required 2 2 0 Second	Courses- Advertising	34339	Advertising Design	Junior	Previous	Required	2	2	2	0	
	Required	34346	Special Lecture Series	Junior	Next	Required	2	2	2	0	Second

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Courses-										Semester	
Advertising											
Basic Course											
Required	34406	Advertising Strategy and	Senior	Next	Required	2	2	2	0	Second	
Courses-		Planning								Semester	
Advertising											
Basic Course											
Required	34407	Advertising and	Senior	Next	Required	2	2	2	0	Second	
Courses-		Marketing Research			_					Semester	
Advertising											
Basic Course											
Required	34408	Thesis	Senior	Previous	Required	2	2	2	0	First	
Courses-					1					Semester	
Advertising											
Basic Course											
Elective	34130	Economics	Freshman	Next	E1 4'	2	2	2	0	Second	Elective
Courses-	31130	Leonomies	1 Tesimian	TVCAL	Elective	~				Semester	Diccirc
Communication										Semester	
Theory											
•	24121	Davidadore	Encelhance	Previous		2	2	2	0	First	Elective
Elective	34131	Psychology	Freshman	FICVIOUS	Elective	2	~		U		Liective
Courses-			1							Semester	
Communication			1								
Theory Elective	24122	D 11' C 1' 1	F 1	N	E1 ··	1	+	+		G 1	1
	34132	Public Speaking and	Freshman	Next	Elective	2	2	2	0	Second	
Courses-		Presentation Skills								Semester	
Marketing and											
Management									<u> </u>		
Elective	34133	Persuasion	Freshman	Previous	Elective	2	2	2	0	First	
Courses-		Communication								Semester	
Marketing and											
Management											
Elective	26131	Aesthetics of Editing	Freshman	Next	Elective	2	2	2	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	34231	Writing for Public	Sophomore	Previous	Elective	2	2	2	0	First	
Courses-		Relations								Semester	
Marketing and											
Management											
Elective	34232	Corporate Public	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-		Relations	_							Semester	
Marketing and											
Management											
Elective	34233	Commercial	Sophomore	Previous	Elective	2	2	2	0	First	
Courses-		Photography	1 -							Semester	
Marketing and		8 1 7									
Management			1								
Elective	26231	Script creation of	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-	20231	multimedia	Sophomore	INCAL	Elective				"	Second	
		munimedia	1							Semester	
Marketing and			1								
Management	26222	Miono Eilas Das 1	C a m1	Marit	T/1c -4:	2	+	12		Ca 1	-
Elective	26232	Micro-Film Production	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-			1							Semester	
Marketing and			1								
Management		a.tt=	1				 	+	 		-
Elective	26233	Culture and Economy	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-			1							Semester	
Marketing and			1								
3.6							<u> </u>				
Management											
Elective Courses-	34324	Marketing in Creative and Cultural Industries	Junior	Previous	Elective	2	2	2	0	First Semester	

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Marketing and											
Management								<u> </u>			
Elective	34333	Advanced Advertising	Junior	Previous	Elective	2	2	2	0	First	
Courses-		Creativity and								Semester	
Marketing and		Production									
Management								<u> </u>			
Elective	34334	Special Topics in	Junior	Next	Elective	2	2	2	0	Second	
Courses-		Cultural and Creative								Semester	
Marketing and		Industries									
Management											
Elective	34335	Social Marketing	Junior	Previous	Elective	2	2	2	0	First	
Courses-										Semester	
Marketing and											
Management											
Elective	26331	Language of the lens	Junior	Previous	Elective	2	2	2	0	First	
Courses-	20331	Language of the lens	Juliloi	Tievious	Elective	2	2	2	0	Semester	
										Semester	
Marketing and											
Management						_	_				
Elective	26332	Innovative and Creative	Junior	Next	Elective	2	2	2	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	34338	Case Studies in Public	Junior	Next	Elective	2	2	2	0	Second	
Courses-		Relations								Semester	
Marketing and											
Management											
Elective	34340	New Media Marketing	Junior	Next	Elective	2	2	2	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	34341	Statistics in	Junior	Previous	Elective	2	2	2	0	First	Elective
Courses-	34341	Communication	Juliloi	Tievious	Elective	2	2	2	0	Semester	Elective
		Research								Schlester	
Marketing and		Research									
Management	2.42.42	Ad all pall d	.	27 .	771					G 1	
Elective	34342	Advertising Ethics and	Junior	Next	Elective	2	2	2	0	Second	
Courses-		Law								Semester	
Marketing and											
Management								<u> </u>			
Elective	34344	Data Mining	Junior	Next	Elective	2	2	2	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	34421	Media Internship I	Senior	Previous	Elective	2	2	2	0	First	Elective
Courses-		•								Semester	
Marketing and											
Management											
									0	Second	
Flective	3//22	Media Internshin II	Senior	Nevt	Elective	2	2	1 2			
Elective	34422	Media Internship II	Senior	Next	Elective	2	2	2	0		
Courses-	34422	Media Internship II	Senior	Next	Elective	2	2	2		Semester	
Courses- Marketing and	34422	Media Internship II	Senior	Next	Elective	2	2	2	J		
Courses- Marketing and Management		-								Semester	
Courses- Marketing and Management Elective	34422	Political Public	Senior Senior	Next Previous	Elective Elective	2	2	2	0	Semester First	
Courses- Marketing and Management Elective Courses-		-								Semester	
Courses- Marketing and Management Elective Courses- Marketing and		Political Public								Semester First	
Courses- Marketing and Management Elective Courses- Marketing and Management	34423	Political Public Relations	Senior	Previous	Elective	2	2	2	0	Semester First Semester	
Courses- Marketing and Management Elective Courses- Marketing and		Political Public Relations								Semester First	
Courses- Marketing and Management Elective Courses- Marketing and Management	34423	Political Public Relations	Senior	Previous	Elective	2	2	2	0	Semester First Semester	
Courses- Marketing and Management Elective Courses- Marketing and Management Elective	34423	Political Public Relations	Senior	Previous	Elective	2	2	2	0	Semester First Semester Second	
Courses- Marketing and Management Elective Courses- Marketing and Management Elective Courses-	34423	Political Public Relations	Senior	Previous	Elective	2	2	2	0	Semester First Semester Second	
Courses- Marketing and Management Elective Courses- Marketing and Management Elective Courses- Marketing and	34423	Political Public Relations	Senior	Previous	Elective	2	2	2	0	Semester First Semester Second	
Courses- Marketing and Management Elective Courses- Marketing and Management Elective Courses- Marketing and Management	34423	Political Public Relations Digital Media Production	Senior Senior	Previous Next	Elective	2	2	2	0	First Semester Second Semester	

for All Students Entering in 2018-19 Academic Year

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Management											
Elective	34426	Customer Relationship	Senior	Next	Elective	2	2	2	0	Second	
Courses-		Management								Semester	
Marketing and											
Management											
Elective	34427	Advertising and	Senior	Previous	Elective	2	2	2	0	First	
Courses-		Commercial Film								Semester	
Marketing and		Production									
Management											
Elective	32101	Visual Communication	Freshman	Previous	Elective	2	2	2	0	First	Elective
Courses-Radio										Semester	
and TV News											
production											
Elective	32102	Introduction to	Freshman	Next	Elective	2	2	2	0	Second	Elective
Courses-Radio		Electronic Media								Semester	
and TV News											
production											
Elective	33131	News Reporting	Freshman	Previous	Elective	2	2	2	0	First	Elective
Courses-Radio		and Writing (I)								Semester	
and TV News											
production											
Elective	33132	News Reporting	Freshman	Next	Elective	2	2	2	0	Second	Elective
Courses-Radio		and Writing (Π)								Semester	
and TV News											
production											
Elective	34230	Web Design	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-Digital										Semester	
Communication											
Elective	34234	Digital Effects	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-		Production								Semester	
Digital											
Communication											
Elective	26488	Seminar or Industry	Senior	Next	Elective	3	3	3	0	Second	
Courses-others		Practice								Semester	ĺ

1.In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.2. Students need to complete at least 12 General Education course credits. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take 1 two-credit course in both of the subcategories within each area to be eligible for graduation.3. The elective courses in this course framework can be applied retroactively to students who entered from 2016-17 academic year.4. Extra General Education credits earned cannot be counted toward graduation, but can be recorded as accumulated credits.5. Credits that are related to the Communication field taken from among the General Education electives (eg.Media Literacy)7. All the courses listed on the course framework of each semester for the School or the department (including those listed prior to the department's name change) are the professional electives for the department. cannot be counted toward graduation. 8.The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits. 9. Economics, Psychology, Statistics in Communication Research, Visual Communication, News Reporting and Writing I, News Reporting and Writing II are six elective courses that the Department requires students to take. However, students will not be required to retake the courses if they fail them and this will not affect their eligibility for graduation.