

**Advertising and Strategic Marketing Department Courses Outline
for All Students Entering in 2020-21 Academic Year**

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
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 (II)	Junior	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -English	01406	Business Communication English (III)	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	

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Ming Chuan Required Courses -Physical Education	00122	Physical Education (II)	Freshman	Next	Required	0	2	2	0	Second Semester	
Ming Chuan Required Course -Physical Education	00224	Physical Education (III)	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	

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Required Courses-Advertising Basic Course	34111	Advertising	Freshman	Previous	Required	2	2	2	0	First Semester	
Required Courses-Advertising Basic Course	34112	Public Relations	Freshman	Next	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34114	Practices in Photography	Freshman	Next	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34221	Computer Graphics	Sophomore	Previous	Required	2	2	2	0	First Semester	
Required Courses-Advertising Basic Course	34222	Consumer Insight	Sophomore	Next	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34223	Advertising Creativity	Sophomore	Previous	Required	2	2	2	0	First Semester	
Required Courses-Advertising Basic Course	34224	Public Relations Strategy	Sophomore	Next	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34225	Principles of Marketing	Sophomore	Previous	Required	2	2	2	0	First Semester	
Required Courses-Advertising Basic Course	34226	Advertising Copywriting	Sophomore	Next	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34227	Communication and Narrative	Sophomore	Previous	Required	2	2	2	0	First Semester	
Required Courses-Advertising Basic Course	34308	Undergraduate Thesis Writing	Junior	Next	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34323	Media Planning	Junior	Previous	Required	2	2	2	0	First Semester	
Required Courses-Advertising Basic Course	26301	Strategic Brand Management	Junior	Next	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34337	Integrated Marketing Communications	Junior	Previous	Required	2	2	2	0	First Semester	
Required Courses-Advertising Basic Course	34339	Advertising Design	Junior	Previous	Required	2	2	2	0	First Semester	
Required	34346	Special Lecture Series	Junior	Next	Required	2	2	2	0	Second	

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Courses-Advertising Basic Course										Semester	
Required Courses-Advertising Basic Course	34406	Advertising Strategy and Planning	Senior	Previous	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34407	Advertising and Marketing Research	Senior	Previous	Required	2	2	2	0	Second Semester	
Required Courses-Advertising Basic Course	34408	Thesis	Senior	Previous	Required	2	2	2	0	First Semester	
Elective Courses-Communication Theory	34130	Economics	Freshman	Next	Elective	2	2	2	0	Second Semester	Elective
Elective Courses-Communication Theory	34131	Psychology	Freshman	Previous	Elective	2	2	2	0	First Semester	Elective
Elective Courses-Marketing and Management	34132	Public Speaking and Presentation Skills	Freshman	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34133	Persuasion Communication	Freshman	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	26131	Aesthetics of Editing	Freshman	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34231	Writing for Public Relations	Sophomore	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	34232	Corporate Public Relations	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34233	Commercial Photography	Sophomore	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	26231	Script creation of multimedia	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	26232	Micro-Film Production	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	26233	Culture and Economy	Sophomore	Next	Elective	2	2	2	0	Second Semester	
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											
Elective Courses-Marketing and Management	34333	Advanced Advertising Creativity and Production	Junior	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	34334	Special Topics in Cultural and Creative Industries	Junior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34335	Social Marketing	Junior	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	26331	Language of the lens	Junior	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	26332	Innovative and Creative	Junior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	26421	Digital marketing practice	Senior	Previous	Elective	3	3	3	0	First Semester	
Elective Courses-Marketing and Management	26422	Brand design and operating practices	Senior	Previous	Elective	3	3	3	0	First Semester	
Elective Courses-Marketing and Management	26423	Digital communication practices	Senior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Marketing and Management	26424	Data analysis and application practice	Senior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Marketing and Management	34338	Case Studies in Public Relations	Junior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34340	New Media Marketing	Junior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34341	Statistics in Communication Research	Junior	Previous	Elective	2	2	2	0	First Semester	Elective
Elective Courses-Marketing and Management	34342	Advertising Ethics and Law	Junior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34344	Data Mining	Junior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34421	Media Internship I	Senior	Previous	Elective	2	2	2	0	First Semester	Elective

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Management											
Elective Courses-Marketing and Management	34422	Media Internship II	Senior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34423	Political Public Relations	Senior	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	34424	Digital Media Production	Senior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34425	International Advertising and Marketing	Senior	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	34426	Customer Relationship Management	Senior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34427	Advertising and Commercial Film Production	Senior	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Radio and TV News production	32101	Visual Communication	Freshman	Previous	Elective	2	2	2	0	First Semester	Elective
Elective Courses-Radio and TV News production	32102	Introduction to Electronic Media	Freshman	Next	Elective	2	2	2	0	Second Semester	Elective
Elective Courses-Radio and TV News production	33131	News Reporting and Writing (I)	Freshman	Previous	Elective	2	2	2	0	First Semester	Elective
Elective Courses-Radio and TV News production	33132	News Reporting and Writing (II)	Freshman	Next	Elective	2	2	2	0	Second Semester	Elective
Elective Courses-Digital Communication	34230	Web Design	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Digital Communication	34234	Digital Effects Production	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-others	26488	Seminar or Industry Practice	Senior	Next	Elective	3	3	3	0	Second Semester	

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Graduation Requirements: 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 2020-21 AY course framework can be applied retroactively to students who entered prior to 2020-21 academic year. 4. Courses of General Education courses and Teacher Education Program cannot be used to waive professional elective course credits. 5. Extra General Education credits earned cannot be counted toward graduation, but can be recorded as accumulated credits. 6. Credits that are related to the Communication field taken from among the General Education electives (eg. Media Literacy) cannot be counted toward graduation. 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 and can be counted toward graduation, applied retroactively to students who entered prior to 2019-20 academic year. 8. The credits of interdisciplinary Focused Course Programs not included in course structure diagram can be regarded as credits from other departments. 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