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	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	

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Required	34111	Advertising	Freshman	Previous	Required	2	2	2	0	First
Courses-										Semester
Advertising										
Basic Course										
Required	34112	Public Relations	Freshman	Next	Required	2	2	2	0	Second
Courses-	34112	T done Relations	Tresimian	Next	required		2		0	Semester
Advertising										Schlester
_										
Basic Course										
Required	34114	Practices in Photography	Freshman	Next	Required	2	2	2	0	Second
Courses-										Semester
Advertising										
Basic Course										
Required	34221	Computer Graphics	Sophomore	Previous	Required	2	2	2	0	First
Courses-			_		•					Semester
Advertising										
Basic Course										
Required	34222	Congress Insight	Combonono	Next	Required	2	2	2	0	Second
Courses-	34222	Consumer Insight	Sophomore	Next	Required	2	2	2	U	
										Semester
Advertising										
Basic Course										
Required	34223	Advertising Creativity	Sophomore	Previous	Required	2	2	2	0	First
Courses-										Semester
Advertising										
Basic Course										
Required	34224	Public Relations	Sophomore	Next	Required	2	2	2	0	Second
Courses-		Strategy	Sopnomore	1 10110	1104411104	_	_	-		Semester
Advertising		Stategy								Semester
Basic Course										
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Required	34225	Principles of Marketing	Sophomore	Previous	Required	2	2	2	0	First
Courses-										Semester
Advertising										
Basic Course										
Required	34226	Advertising Copywriting	Sophomore	Next	Required	2	2	2	0	Second
Courses-			_		-					Semester
Advertising										
Basic Course										
Required	34227	Communication and	Sophomore	Previous	Required	2	2	2	0	First
Courses-	34221	Narrative	Sophomore	Tievious	Required	2	2		U	Semester
		Narrative								Semester
Advertising										
Basic Course										
Required	34308	Undergraduate Thesis	Junior	Next	Required	2	2	2	0	Second
Courses-		Writing								Semester
Advertising										
Basic Course										
Required	34323	Media Planning	Junior	Previous	Required	2	2	2	0	First
Courses-		5			1					Semester
Advertising										_ = = = = = = = = = = = = = = = = = = =
Basic Course										
	26201	C44i-D 1	T:	Non	D - ' 1	2	2	-	0	C1
Required	26301	Strategic Brand	Junior	Next	Required	2	2	2	0	Second
Courses-		Management								Semester
Advertising										
Basic Course										
Required	34337	Integrated Marketing	Junior	Previous	Required	2	2	2	0	First
Courses-		Communications								Semester
Advertising										
Basic Course										
Required	34339	Advertising Design	Junior	Previous	Required	2	2	2	0	First
Courses-	3-7337	Advertising Design	Julioi	1 Tevious	required					Semester
										Semesici
Advertising										
Basic Course								<u> </u>		
Required	34346	Special Lecture Series	Junior	Next	Required	2	2	2	0	Second
	·					·				

Courses-					<u> </u>					Semester	
Advertising										Schlester	
Basic Course											
	34406	A drantiging Stuategraph and	Senior	Previous	Required	2	2	2	0	Second	
Required	34400	Advertising Strategy and	Semor	Previous	Required	2	2	2	U		
Courses-		Planning								Semester	
Advertising											
Basic Course		<u> </u>					_	_			
Required	34407	Advertising and	Senior	Previous	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	El «	2	2	2	0	Second	Elective
Courses-	31130	Leonomies	1 Tesimian	TVCAL	Elective	_	_	_	· ·	Semester	Dicctive
Communication										Schlester	
Theory	24424							_			
Elective	34131	Psychology	Freshman	Previous	Elective	2	2	2	0	First	Elective
Courses-										Semester	
Communication											
Theory									<u> </u>		
Elective	34132	Public Speaking and	Freshman	Next	Elective	2	2	2	0	Second	
Courses-		Presentation Skills								Semester	
Marketing and											
Management											
Elective	34133	Persuasion	Freshman	Previous	Elective	2	2	2	0	First	
Courses-		Communication				_				Semester	
Marketing and		Communication								Semester	
Management											
Elective	26131	Aesthetics of Editing	Freshman	Next	Elective	2	2	2	0	Second	
	20131	Aesthetics of Editing	Fresiinan	Next	Elective	2	2	2	U		
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-	3-1433	Photography	Sophomore	1 10 110 48	Licenve					Semester	
		1 notography								Schiester	
Marketing and											
Management										<u> </u>	
Elective	26231	Script creation of	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-		multimedia								Semester	
Marketing and											
Management											
Elective	26232	Micro-Film Production	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-			1							Semester	
Marketing and											
Management											
	26222	Cultura cu d E	C a m1	Nort	T14:	2	2	2	0	C 1	
Elective	26233	Culture and Economy	Sophomore	Next	Elective	2	2	2	U	Second	
Courses-	Ì									Semester	
3 6 1 1											
Marketing and											
Management											
_	34324	Marketing in Creative and Cultural Industries	Junior	Previous	Elective	2	2	2	0	First Semester	

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Marketing and											
Management											
Elective	34333	Advanced Advertising	Junior	Previous	Elective	2	2	2	0	First	
Courses-		Creativity and								Semester	
Marketing and		Production									
Management											
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-										Semester	
Marketing and											
Management											
Elective	26332	Innovative and Creative	Junior	Next	Elective	2	2	2	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	26421	Digital marketing	Senior	Previous	Elective	3	3	3	0	First	
Courses-		practice								Semester	
Marketing and		•									
Management											
Elective	26422	Brand design and	Senior	Previous	Elective	3	3	3	0	First	
Courses-		operating practices								Semester	
Marketing and		-1									
Management											
Elective	26423	Digital communication	Senior	Next	Elective	3	3	3	0	Second	
Courses-	20123	practices	Semoi	TICAL	Elective					Semester	
Marketing and		practices								Semester	
Management Management											
Elective	26424	Data analysis and	Senior	Next	Elective	3	3	3	0	Second	
Courses-	20424	application practice	Semoi	IVCAL	Licetive			3	U	Semester	
Marketing and		application practice								Scinestei	
Management											
Elective	34338	Case Studies in Public	Junior	Next	Elective	2	2	2	0	Second	
Courses-	34336	Relations	Junioi	INCAL	Elective	2	2	2	U	Second	
Marketing and		Relations								Schiester	
Management											
Elective	34340	Name Madia Mantagaina	Junior	Next	Elective	2	2	2	0	Second	
	34340	New Media Marketing	Junior	Next	Elective	2	2	2	U		
Courses-										Semester	
Marketing and											
Management	24241	Gt ti ti i	т .	D .	El «			2		E	F1
Elective	34341	Statistics in	Junior	Previous	Elective	2	2	2	0	First	Elective
Courses-		Communication				[Semester	
Marketing and		Research									
Management								<u> </u>			
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			<u> </u>								
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Management											
Elective	34422	Media Internship II	Senior	Next	Elective	2	2	2	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	34423	Political Public	Senior	Previous	Elective	2	2	2	0	First	
Courses-		Relations								Semester	
Marketing and											
Management											
Elective	34424	Digital Media	Senior	Next	Elective	2	2	2	0	Second	
Courses-	37727	Production	Scillor	NCAL	Elective	2	2	2	U	Semester	
Marketing and		Froduction								Schlester	
_											
Management	24425	T 1 A 1	G :	D .	El «		1	12	0	E' .	
Elective	34425	International Advertising	Senior	Previous	Elective	2	2	2	0	First	
Courses-		and Marketing								Semester	
Marketing and											
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	32102	Electronic Media	1 Teshinan	Next	Licetive			2	0	Semester	Licetive
and TV News		Licetronic Wedia								Semester	
production											
Elective	33131	News Reporting	Freshman	Previous	Elective	2	2	2	0	First	Elective
	33131		Fiesiilian	Fievious	Elective	2	4	2	0		Elective
Courses-Radio		and Writing (I)								Semester	
and TV News											
production	22422			3.7				-			
Elective	33132	News Reporting	Freshman	Next	Elective	2	2	2	0	Second	Elective
Courses-Radio		and Writing (${ m II}$)								Semester	
and TV News											
production											
Elective	34230	Web Design	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-Digital										Semester	
Communication					<u> </u>			<u> </u>			
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	20100	Practice	Semoi	1,020	Liconivo					Semester	
Courses-onicis		Tactice	<u> </u>	1		1	_1	1	1	Bemestel	l

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

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 (eq. 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