

廣銷學系輔系修讀科目及學分數  
Advertising and Strategic Marketing Department Courses for minors  
廣銷學系(110.4.13 修訂)  
Department of Advertising and Strategic Marketing (Revised on April 13, 2021)

學系 Department	課程名稱	Courses Name	科目代號 Course Code	學分數 Credits	備註 Remarks
廣銷 Advertising and Strategic Marketing Department	專題講座	Special Lecture Series	34346	2	一、輔系選修條件依校定「各學系學生修讀輔系辦法」辦理。 The requirements for taking a minor need to be in accordance with the Ming Chuan University Procedures for Students Taking Minors in Departments, Sections, and Specialized Degree Programs. 二、傳播學院學生修讀本系為輔系者，除必須修畢主系之必修科目外，「專題講座」、「傳播原理」、「傳播研究方法」、「廣告學」為傳播學院共同課程，不再列入輔系科目，必須於本系專業課程中另選修至少十一學分，方可取得輔系證明。 Students from the School of Communication need to pass the department required courses, and the co-required courses of the Special Lecture Series, Principles of Communication, Communication Research MethodsI and Advertising will not count toward in this course outline, need to take additional professional elective courses at least 11 course credits.
	傳播原理	Principles of Communication	33138	3	
	傳播研究方法	Communication Research Methods	33137	3	
	廣告學	Advertising	26101	3	
	公共關係	Public Relations	34112	2	
	廣告創意	Advertising Creativity	34223	2	
	媒體企劃與購買	Media Planning and Purchasing	26302	3	
	策略品牌管理	Strategic Brand Management	26304	3	
	整合行銷傳播	Integrated Marketing Communications	26303	3	
	行銷學	Marketing	26203	3	
	合計			27	