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	01108	Practical English (I)	Freshman	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses - English	01109	Practical English (II)	Freshman	Next	Required	0	2	1	1	Second Semester	
Ming Chuan Required Courses -English	01208	Practical English (Ⅲ)	Sophomore	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses -English	01209	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	00911	Introduction of Artificial Intelligence	Freshman	Previous	Required	2	3	2	1	First Semester	Computer Course
Ming Chuan Required Courses	13285	Programming	Freshman	Next	Required	2	3	2	1	Second Semester	Computer Course

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-Computer											
Ming Chuan	00121	Physical Education	Freshman	Previous	Required	0	2	2	0	First	
Required		(I)								Semester	
Courses											
-Physical											
Education											
Ming Chuan	00122	Physical Education	Freshman	Next	Required	0	2	2	0	Second	
-	00122		Freshinan	INCAL	Required	0	2	2	0		
Required		(11)								Semester	
Courses											
-Physical											
Education											
Ming Chuan	00221	Physical Education	Sophomore	Previous	Required	0	2	2	0	First	
Required		(III)								Semester	
Course											
-Physical											
Education											
Ming Chuan	00222	Physical Education	Sophomore	Next	Required	0	2	2	0	Second	
-	00222	(IV)	Sophomore	INCAL	Required	0	2	2	0	Semester	
Required		(\mathbf{IV})								Semester	
Course											
-Physical											
Education							_		<u> </u>	ļ	
Ming Chuan	00321	Physical Education	Junior	Previous	Required	0	2	2	0	First	
Required	1	(V)						1		Semester	
Courses											
-Physical											
Education											
Ming Chuan	00322	Physical Education	Junior	Next	Required	0	2	2	0	Second	
Required	00322	(VI)	Junior	INCAL	Required	0	2	2	U	Semester	
Courses		(1)								Semester	
-Physical											
Education											
Required	26206	Management	Sophomore	Next	Required	3	3	3	0	Second	
Courses-										Semester	
Advertising											
Basic Course											
Required	31115	Multimedia basic	Freshman	Previous	Required	3	3	3	0	First	
Courses-		Technology			1	_	-	-		Semester	
Advertising		1 como logy								201102001	
Basic Course											
	21116		F 1	NL 4	D · 1	2	2	12	0	0 1	
Required	31116		Freshman	Next	Required	3	3	3	0	Second	
Courses-	1	Multimedia Advanced						1		Semester	
Advertising	1	Technology						1			
Basic Course											
Required	33138	Principles of	Sophomore	Next	Required	3	3	3	0	Second	
Courses-		Communication	_							Semester	
Advertising	1							1			
Basic Course	1							1			
Required	33137	Communication	Sophomore	Previous	Required	3	3	3	0	First	
Courses-	55157		Sophomore	1 ICVIOUS	Required	5	5	5			
	1	Research Methods						1		Semester	
Advertising	1							1			
Basic Course							_		<u> </u>		
Required	33328	Communication	Junior	Previous	Required	3	3	3	0	First	
Courses-	1	Practices (I)						1		Semester	
Advertising	1							1			
Basic Course											
Required	33329	Communication	Junior	Next	Required	3	3	3	0	Second	
noquirou	55525	Communication	5 GIII01	TICAL	required	5	5	5		Second	1

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Courses-		Practices (II)								Semester	
Advertising											
Basic Course						-		-			
Required	26101	Advertising	Freshman	Previous	Required	3	3	3	0	First	
Courses-										Semester	
Advertising											
Basic Course				-							
Required	26202	Omni media	Sophomore	Previous	Required	2	2	2	0	First	
Courses-		storytelling								Semester	
Advertising											
Basic Course											
Required	26203	Marketing	Sophomore	Previous	Required	3	3	3	0	First	
Courses-										Semester	
Advertising											
Basic Course											
Required	34112	Public Relations	Freshman	Next	Required	2	2	2	0	Second	
Courses-										Semester	
Advertising											
Basic Course											
Required	34114	Practices in Photography	Freshman	Next	Required	2	2	2	0	Second	
Courses-										Semester	
Advertising											
Basic Course											
Required	26205	Consumer Insight	Sophomore	Next	Required	3	3	3	0	Second	
Courses-		8							Ĩ	Semester	
Advertising										Semiester	
Basic Course											
Required	34223	Advertising Creativity	Sophomore	Previous	Required	2	2	2	0	First	
Courses-	51225	ruverusing creativity	Sophomore	Tievious	required	2	2	2	0	Semester	
Advertising										Semester	
Basic Course											
Required	26204	Advertising Copywriting	Sophomore	Next	Required	3	3	3	0	Second	
Courses-	20204	Adventising Copywriting	Sophomore	INCAL	Required	5	5	5	0	Semester	
Advertising										Semester	
Basic Course											
	2(204	Strategic Brand	Junior	Next	Di 1	3	3	2	0	Const	
Required	26304		Junior	Next	Required	3	3	3	0	Second	
Courses-		Management								Semester	
Advertising											
Basic Course	26202	Madia Diamaina 1	т. [.]	D ·	D · ·	2	2	2	0	F ' (
Required	26302	Media Planning and	Junior	Previous	Required	3	3	3	0	First	
Courses-		Purchasing								Semester	
Advertising											
Basic Course			- ·								
Required	26303	Integrated Marketing	Junior	Previous	Required	3	3	3	0	First	
Courses-		Communications								Semester	
Advertising											
Basic Course									<u> </u>		
Required	26305	Graduation Project	Junior	Next	Required	0	2	2	0	Second	
Courses-		(I)								Semester	
Advertising											
Basic Course											
Required	34339	Advertising Design	Junior	Previous	Required	2	2	2	0	First	
Courses-										Semester	
Advertising											
Basic Course											
Required	34346	Special Lecture Series	Sophomore	Next	Required	2	2	2	0	Second	
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Courses-										Semester	
Advertising											
Basic Course											
Required	26401	Advertising and	Senior	Previous	Required	3	3	3	0	First	
Courses-		Marketing Research			1					Semester	
Advertising		C									
Basic Course											
Required	26402	Graduation Project	Senior	Previous	Required	2	2	2	0	First	
Courses-	20102		Semer	Tievious	nequirea	-	-	-	Ŭ	Semester	
Advertising		(11)								Semester	
Basic											
Elective	26237	Communication	Sanhamana	Previous		2	2	2	0	First	
Courses-	20257	Ethics and	Sophomore	Previous	Elective	2	2	2	0		
										Semester	
Communication		Regulations									
Theory			5 1						0	~ 1	
Elective	34130	Economics	Freshman	Next	Elective	2	2	2	0	Second	Elective
Courses-										Semester	
Communication											
Theory			 					<u> </u>	<u> </u>	ļ	
Elective	34131	Psychology	Freshman	Previous	Elective	2	2	2	0	First	
Courses-										Semester	
Communication											
Theory											
Elective	34132	Public Speaking and	Sophomore	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											
Management											
Elective	26131	Aesthetics of Editing	Freshman	Next	Elective	2	2	2	0	Second	
Courses-		6							-	Semester	
Marketing and											
Management											
Elective	26235	Writing for Public	Sophomore	Previous	Elective	3	3	3	0	First	
Courses-	20200	Relations	Sephemore	11011040	Licenve	5	5			Semester	
Marketing and		1 controllo								Semester	
Management											
Elective	26238	Public Relations	Sophomore	Next	Elective	3	3	3	0	Second	
Courses-	20230	Strategy	Sophomore	INCAL	LICCUVE	5	5	5	0	Second Semester	
Marketing and		Suategy								Semester	
-											
Management	2(224	0 1	G 1	D ·	F1	2	2	2	0	E' (
Elective	26234	Commercial	Sophomore	Previous	Elective	3	3	3	0	First	
Courses-		Photography								Semester	
Marketing and											
Management											
Elective	26239	Script creation of	Sophomore	Next	Elective	3	3	3	0	Second	
Courses-		multimedia								Semester	
Marketing and											
Management											
Elective	26240	Micro-Film Production	Sophomore	Next	Elective	3	3	3	0	Second	
Courses-			_							Semester	
Marketing and											
Management											
Elective	26233	Culture and Economy	Sophomore	Next	Elective	2	2	2	0	Second	
		- and cana Deonomy	- Sephemore	1.0110		. –	. –	, <i>~</i>		~~~~	I

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Courses-										Semester	
Marketing and											
Management							1				
Elective	26334	Marketing in Creative	Junior	Previous	Elective	3	3	3	0	First	
Courses-		and Cultural Industries								Semester	
Marketing and											
Management											
Elective	26339	Advanced Advertising	Junior	Next	Elective	3	3	3	0	Second	
Courses-		Creativity and								Semester	
Marketing and		Production									
Management		1100000000									
Elective	26340	Succiel Tenies in	Junior	Next	Election	3	3	3	0	Second	
	20340	Special Topics in	Junior	INEXT	Elective	3	3	3	0		
Courses-		Cultural and Creative								Semester	
Marketing and		Industries									
Management											
Elective	26335	Social Marketing	Junior	Previous	Elective	3	3	3	0	First	
Courses-										Semester	
Marketing and											
Management											
Elective	26331	Language of the lens	Junior	Next	Elective	2	2	2	0	Second	
Courses-		8					_	_	-	Semester	
Marketing and										Semester	
Management											
-	2(222	Maulastina Tashualasa	т.		E1 (2	2	2	0	C 1	
Elective	26333	Marketing Technology	Junior	Next	Elective	3	3	3	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	26341	Innovative and Creative	Junior	Next	Elective	3	3	3	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	26421	Digital marketing	Senior	Previous	Elective	3	3	3	0	First	
Courses-	20.21	practice	D u lino i	11011040	21000110	5	5	5	Ŭ	Semester	
Marketing and		praetiee								Semester	
Management											
	26425		<i>a</i> .		T 1	2		2	0	F '	
Elective	26425	Advertising Strategy and	Senior	Previous	Elective	3	3	3	0	First	
Courses-		Planning								Semester	
Marketing and											
Management											
Elective	26336	Case Studies in Public	Junior	Next	Elective	3	3	3	0	Second	
Courses-		Relations								Semester	
Marketing and											
Management											
Elective	26337	New Media for	Junior	Next	Elective	3	3	3	0	Second	
Courses-		Marketing				-		-		Semester	
Marketing and										Semioster	
Management											
	24241	Statistics :	Inni	Degradie	E14	2	2	2	0	Einet	Election
Elective	34341	Statistics in	Junior	Previous	Elective	2	2	2	0	First	Elective
Courses-		Communication								Semester	
Marketing and		Research									
Management											
Elective	26338	Data Mining	Junior	Next	Elective	3	3	3	0	Second	
Courses-										Semester	
Marketing and											
Management											
Elective	34421	Media Internship (I)	Senior	Previous	Elective	2	2	2	0	First	
LICCUVE	54421	mensiip (1)	Schlor	1 ICVIOUS	DICUIVE	4	4	4	U	1 11 51	

Courses-Semester Marketing and Management 34422 Media Internship (II) Elective 2 2 0 Elective Senior Next 2 Second Semester Courses-Marketing and Management Elective 26426 Political and Public 3 3 3 0 Senior Previous Elective First Courses-Relations Semester Marketing and Management 3 3 Elective 26429 Digital Media 3 0 Senior Next Elective Second Courses-Production Semester Marketing and Management Elective 26430 International Advertising Next Elective 3 3 3 0 Second Senior Coursesand Marketing Semester Marketing and Management 0 Elective 26427 **Customer Relationship** Senior Previous Elective 3 3 3 First Courses-Management Semester Marketing and Management Advertising and 26428 3 3 3 0 Elective Senior Previous Elective First Courses-Commercial Film Semester Marketing and Production Management Visual Communication Elective 32101 Freshman Previous Elective 2 2 2 0 First Elective Courses-Radio Semester and TV News production 33135 3 3 0 Elective News Reporting Freshman Previous Elective 3 First Elective Courses-Radio and Writing Semester and TV News production Content Production 3 3 Elective 33136 Freshman Next Elective 3 0 Second Elective Courses-Radio System Semester and TV News production 26241 0 Elective Web Design Sophomore Next Elective 3 3 3 Second Courses-Digital Semester Communication Computer Graphics 26242 Elective 3 3 0 First Elective Elective Sophomore Previous 3 Semester Courses-Digital Communication Elective 26236 **Digital Effects** 0 Sophomore Previous Elective 3 3 3 First Production Courses-Semester Digital Communication 26488 Seminar or Industry Senior Next Elective 3 3 3 0 Elective Second Courses-Practice Semester Marketing and

for All Students Entering in 2023-24 Academic Year

1. In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete

Management

for All Students Entering in 2023-24 Academic Year

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 2022-23 AY course framework can be applied retroactively to students who entered prior to 2021-22 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 2021-22 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 Statistics in Communication Research Visual Communication Computer Graphics News Reporting and Writing Content Production System 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.
- 10.Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.
- 11.If International students, overseas students or students from Hong Kong and Macao are not good at Chinese, they can take the courses of Basic Chinese I & II through International College instead of taking Chinese Literature: Appreciation and Creative Writing I & II. This regulation can be applied to students who entered the university prior to the 2021-22 academic year.