

銘傳大學傳播學院

「全媒體產製與行銷學分學程」課程架構表

Ming Chuan University School of Communication

Omni Media Production and Marketing Focused Course Program Curriculum

執行單位：廣銷學系(112.3.27訂定)

Executing unit: Department of Advertising and Strategic Marketing
(Revised on March 27, 2023)

課程 類型 Course Type	課程名稱	Course Name	科目 代號 Course Code	學分數 Credits	備註 Remarks
必修 (Required)	廣告學	Advertising	26101	3	廣銷系、新傳系、新聞系、 廣電系、企管系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department Business Administration Department
必修 (Required)	視覺傳播	Visual Communication	32101	2	廣銷系、新傳系、新聞系、 廣電系、觀光系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department , Tourism Department
必修 (Required)	內容產製	Content Production System	33136	3	廣銷系、新傳系、 新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修(Elective)	多媒體基本應用	Multimedia basic Technology	31115	3	廣銷系、新傳系、新聞系、 廣電系 Department of Advertising and Strategic Marketing,

					Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修(Elective)	多媒體進階應用	Multimedia Advanced Technology	31116	3	廣銷系、新傳系、新聞系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department
選修(Elective)	故事與分鏡	Storyboarding and Storytelling	32133	2	廣電系 Radio and TV Department
選修(Elective)	新媒體概論	Introduction to New Media	29153	2	新傳系 Department of New Media and Communication Administration
選修(Elective)	公共關係	Public Relations	34112	2	廣銷系、新傳系、新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修(Elective)	電視攝影	Video Filming Techniques	32132 32237 32341	2	廣電系 Radio and TV Department
選修(Elective)	全媒體敘事	Omni Media Storytelling	26202	2	廣銷系、新傳系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration
選修(Elective)	行銷學	Marketing	26203	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	廣告文案	Advertising Creativity	26204	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	專題講座	Special Lecture Series	34346	2	廣銷系、新傳系、新聞系、廣電系

					Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修(Elective)	新媒體行銷	New Media for Marketing	26337	3	廣銷系、新傳系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration
選修(Elective)	媒體行銷管理	Media Marketing Management	31213	3	新傳系 Department of New Media and Communication Administration
選修(Elective)	整合行銷傳播	Integrated Marketing Communications	26303	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	文化創意行銷	Marketing in Creative and Cultural Industries	26334	3	廣銷系、新聞系 Department of Advertising and Strategic Marketing, Journalism Department
選修(Elective)	多媒體腳本創作	Script creation of multimedia	26239	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	顧客關係管理	Customer Relationship Management	26427 31254 11241	3	廣銷系、新傳系、企管系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration Business Administration Department
選修(Elective)	粉絲團經營	Fans Business	33237	2	新聞系 Journalism Department
選修(Elective)	小編經營學	Small Editors Business	33238	2	新聞系 Journalism Department
選修(Elective)	微電影與廣告影片製作	Commercials Film Production	32240	2	廣電系 Radio and TV Department
選修(Elective)	新媒體頻道策展	New Media Program Curation	29367	2	新傳系 Department of New Media and Communication Administration
選修(Elective)	全媒體創作	Omnimedia Design and	29375	2	新傳系 Department of New Media and

		Production			Communication Administration
選修(Elective)	影視促銷宣傳與發行	TV and Radio Promotion Studies	32359	2	廣電系 Radio and TV Department
選修(Elective)	職場實務專題	Seminar or Industry Practice	26488 31488	3	廣銷系、新傳系 Department of Advertising and Strategic Marketing Department of New Media and Communication Administration
選修(Elective)	團隊學習-團隊協作	Team Learning-Teamwork	32A16	1	廣電系 Radio and TV Department
選修(Elective)	團隊學習-領導與溝通	Team Learning—Leadership and Communication	32A13	1	廣電系 Radio and TV Department

備註：

1. 修習本學程學生必須修畢 8 學分必修課程及 12 學分選修課程，共 20 學分。其中至少應有 6 學分不屬於原學系及輔系之選修科目。
Students must complete 20 credit hours, among which, 11 are required courses and 9 are elective credits; at least 6 credits shall come from the outside of the departments of the student's major and minor.
2. 本校之大學部學生，自行上網填寫電子化表單提出申請，經核可後始成為本學程的正式學員。未通過審核之學生亦可修習本學程課程，惟無法取得學分學程證明書。各課程之修習，以具有學程資格之學生優先。
All undergraduate students of Ming Chuan University can apply for this program through electronic forms and be admitted upon approval. Students who have not yet been approved can take courses of the program, but cannot receive Focused Course Program certificates. Approved students have priority for enrolling in program courses
3. 本必選修科目表之選修課程，可追溯至 112 學年度（含）以前申請學生適用。
The elective courses listed for the curriculum can be applied to students who applied to the program prior to the 2020-21 academic year.