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	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 -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	00122	Physical Education	Freshman	Next	Required	0	2	2	0	Second	
Required Courses		( II )								Semester	
-Physical											
Education											
Ming Chuan	00221	Physical Education	Sophomore	Previous	Required	0	2	2	0	First	
Required	00221	(III)	Sophomore	Tievious	Required		2		0	Semester	
Course		( m )								Semester	
-Physical											
Education											
Ming Chuan	00222	Physical Education	Sophomore	Next	Required	0	2	2	0	Second	
Required		( IV )	1		•					Semester	
Course											
-Physical											
Education											
Ming Chuan	00321	Physical Education	Junior	Previous	Required	0	2	2	0	First	
Required		(V)								Semester	
Courses											
-Physical											
Education											
Ming Chuan	00322	Physical Education	Junior	Next	Required	0	2	2	0	Second	
Required		( VI )								Semester	
Courses											
-Physical											
Education	26206	3.6	G 1	37	D : 1	2	2	2		0 1	
Required	26206	Management	Sophomore	Next	Required	3	3	3	0	Second	
Courses-										Semester	
Advertising Basic Course											
	31115	Multimedia basic	Freshman	Previous	Required	3	3	3	0	First	
Required Courses-	31113	Technology	Freshman	Previous	Required	3	3	3	U	Semester	
Advertising		reciniology								Schlester	
Basic Course											
Required	31116		Freshman	Next	Required	3	3	3	0	Second	
Courses-	31110	Multimedia Advanced	1 Tobilitian	TOM	required		3			Semester	
Advertising		Technology									
Basic Course		Technology									
Required	33138	Principles of	Sophomore	Next	Required	3	3	3	0	Second	
Courses-		Communication								Semester	
Advertising											
Basic Course											
Required	33137	Communication	Sophomore	Previous	Required	3	3	3	0	First	
Courses-		Research Methods								Semester	
Advertising											
Basic Course	1		1								
Required	33328	Communication	Junior	Previous	Required	3	3	3	0	First	
Courses-		Practices ( I )								Semester	
Advertising											
Basic Course	22222	G t it	   T ·	NT :	D : :	2	2	1	_	g ·	
Required	33329	Communication	Junior	Next	Required	3	3	3	0	Second	
Courses-		Practices ( II )								Semester	
Advertising Basic Course											
Required	26101	Advertising	Freshman	Previous	Required	3	3	3	0	First	
Courses-	20101	Auvernsing	Fiesiman	1 Tevious	Kequired	)	3	)	0	Semester	
Advertising										Semester	
Basic Course											
Required	26202	Omni media	Sophomore	Previous	Required	2	2	2	0	First	
Courses-	=====	storytelling	phomore			_	_	-		Semester	
Advertising		, 6									
	•		•	•	1	1					

Basic Course											
Required Courses- Advertising Basic Course	26203	Marketing	Sophomore	Previous	Required	3	3	3	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	26205	Consumer Insight	Sophomore	Next	Required	3	3	3	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	26204	Advertising Copywriting	Sophomore	Next	Required	3	3	3	0	Second Semester	
Required Courses- Advertising Basic Course	26304	Strategic Brand Management	Junior	Next	Required	3	3	3	0	Second Semester	
Required Courses- Advertising Basic Course	26302	Media Planning and Purchasing	Junior	Previous	Required	3	3	3	0	First Semester	
Required Courses- Advertising Basic Course	26303	Integrated Marketing Communications	Junior	Previous	Required	3	3	3	0	First Semester	
Required Courses- Advertising Basic Course	26305	Graduation Project (1)	Junior	Next	Required	0	2	2	0	Second Semester	
Required Courses- Advertising Basic Course	34339	Advertising Design	Junior	Previous	Required	2	2	2	0	First Semester	
Required Courses- Advertising Basic Course	34346	Special Lecture Series	Sophomore	Next	Required	2	2	2	0	Second Semester	
Required Courses- Advertising Basic Course	26401	Advertising and Marketing Research	Senior	Previous	Required	3	3	3	0	First Semester	
Required Courses- Advertising Basic	26402	Graduation Project	Senior	Previous	Required	2	2	2	0	First Semester	
Elective Courses- Communication	26237	Communication Ethics and Regulations	Sophomore	Previous	Elective	2	2	2	0	First Semester	

Theory											
Elective	34130	Economics	Freshman	Next	Elective	2	2	2	0	Second	Elective
Courses-					Licetive					Semester	
Communication											
Theory											
Elective	34131	Psychology	Freshman	Previous	Elective	2	2	2	0	First	
Courses-		, 8,			Liective					Semester	
Communication											
Theory											
Elective	34132	Public Speaking and	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-	5.152	Presentation Skills	Septiemere	1,011		_	_	_		Semester	
Marketing and		Tresentation Skins								Semester	
Management											
Elective	34133	Persuasion	Freshman	Previous	Elective	2	2	2	0	First	
Courses-	37133	Communication	Tresiman	Tievious	Elective	2	2	2	U	Semester	
Marketing and		Communication								Schlester	
Management											
Elective	26131	Aesthetics of Editing	Freshman	Next	Elective	2	2	2	0	Second	
Courses-	20131	Aesthetics of Editing	Fiesiiliali	Next	Elective	2	2	2	U	Semester	
										Semester	
Marketing and											
Management	26225	W''. C D 11	G 1	D .	El .	1	2	1	0	E' '	
Elective	26235	Writing for Public	Sophomore	Previous	Elective	3	3	3	0	First	
Courses-		Relations								Semester	
Marketing and											
Management		_ ,,, _ , ,				_					
Elective	26238	Public Relations	Sophomore	Next	Elective	3	3	3	0	Second	
Courses-		Strategy								Semester	
Marketing and											
Management											
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-			1							Semester	
Marketing and											
Management											
Elective	26233	Culture and Economy	Sophomore	Next	Elective	2	2	2	0	Second	
Courses-			ropassi			_				Semester	
Marketing and											
Management											
Elective	26334	Marketing in Creative	Junior	Previous	Elective	3	3	3	0	First	
Courses-	20007	and Cultural Industries	Junion	1 10 110 00 5	Licenve					Semester	
Marketing and		and Canarai mausures								Schlester	
Management											
Elective	26339	Advanced Advertising	Junior	Next	Elective	3	3	3	0	Second	
Courses-	20333	Creativity and	Junioi	TICAL	Licenve					Semester	
Marketing and		Production								Semester	
Management		1 Toduction									
Elective	26340	Special Topics in	Junior	Next	Elective	3	3	3	0	Second	
Courses-	20340	Cultural and Creative	Junion	INEXL	Licenve	3	)	)	0	Second	
										Semester	
Marketing and		Industries									
Management	26225	C:-1M 1 4	T	D '	E1 4	2	2	1	0	Ein 4	
Elective	26335	Social Marketing	Junior	Previous	Elective	3	3	3	0	First	
Courses-										Semester	
Marketing and	<u>l</u>			I				<u> </u>			

Elective   Courses-Marketing and Marketing Technology   Dunior   Next   Elective   2   2   2   0   Second   Semester	Management											
Elective   26333	Elective	26331	Language of the lens	Junior	Next	Elective	2	2	2	0	Second	
Management Lifective 26331 Marketing Technology Junior Next Lifective 3 3 3 0 Second Semester Marketing and Management Elective 26421 Digital marketing Previous Elective 3 3 3 0 First Semester Marketing and Management Elective 26421 Courses Planning and Management Elective 26421 Digital marketing practice and Management Elective 26421 Digital marketing practice and Management Elective 26421 Digital marketing Planning Senior Previous Elective 3 3 3 0 First Semester Marketing and Management Elective 26425 Marketing and Management Elective 26436 Courses Marketing and Management Elective 26437 Marketing and Management Elective 26438 Data Mining Junior Next Elective 3 3 3 0 Second Semester Marketing and Management Elective 26438 Data Mining Junior Next Elective 27 2 2 0 First Semester Marketing and Management Elective 26438 Marketing and Management Elective 26438 Data Mining Junior Next Elective 2 2 2 2 0 First Semester Marketing and Management Elective Courses Marketing and Management Elective 26438 Data Mining Junior Next Elective 2 2 2 2 0 First Semester Marketing and Management Elective Courses Marketing and Management Elective 26430 Marketing and Management Elective 26430 Management Elective 26440 Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Elective 26440 Internship (11) Senior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Management Semior Previous Elective 3 3 3 3 0 Second Semior Previous Elective 3 3 3 3 0 Second Semister Management Semior Previous Elective 3 3 3 3 0 Second Semior Previous Elective 3 3 3 3 0 Second Semior Previous Elective 3	Courses-										Semester	
Management Lifective 26331 Marketing Technology Junior Next Lifective 3 3 3 0 Second Semester Marketing and Management Elective 26421 Digital marketing Previous Elective 3 3 3 0 First Semester Marketing and Management Elective 26421 Courses Planning and Management Elective 26421 Digital marketing practice and Management Elective 26421 Digital marketing practice and Management Elective 26421 Digital marketing Planning Senior Previous Elective 3 3 3 0 First Semester Marketing and Management Elective 26425 Marketing and Management Elective 26436 Courses Marketing and Management Elective 26437 Marketing and Management Elective 26438 Data Mining Junior Next Elective 3 3 3 0 Second Semester Marketing and Management Elective 26438 Data Mining Junior Next Elective 27 2 2 0 First Semester Marketing and Management Elective 26438 Marketing and Management Elective 26438 Data Mining Junior Next Elective 2 2 2 2 0 First Semester Marketing and Management Elective Courses Marketing and Management Elective 26438 Data Mining Junior Next Elective 2 2 2 2 0 First Semester Marketing and Management Elective Courses Marketing and Management Elective 26430 Marketing and Management Elective 26430 Management Elective 26440 Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Elective 26440 Internship (11) Senior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Marketing and Management Semior Previous Elective 3 3 3 3 0 Second Semester Management Semior Previous Elective 3 3 3 3 0 Second Semior Previous Elective 3 3 3 3 0 Second Semister Management Semior Previous Elective 3 3 3 3 0 Second Semior Previous Elective 3 3 3 3 0 Second Semior Previous Elective 3	Marketing and											
Fleetive Courses- Marketing and Management	_											
Course-    Marketing and Mangement		26333	Marketing Technology	Junior	Next	Elective	3	3	3	0	Second	
Management   Elective   26421   Immovative and Creative   Junior   Next   Elective   3   3   3   3   3   5   Second   Semester			8									
Management   Elective   26421   Immovative and Creative   Junior   Next   Elective   3   3   3   3   3   5   Second   Semester												
Elective   Courses-Marketing and Management	_											
Courses-Marketing and Management   Elective   Courses-Marketing and Management   Courses-Marketing and Marketing and Marketing and Management   Courses-Marketing and Management   Courses-Marketing and Marketing and Ma		26341	Innovative and Creative	Junior	Next	Flective	3	3	3	0	Second	
Marketing and Management Elective 26421 Courses- Marketing and Management Elective 2633 As a 3		20311	innovative and creative	Junior	TTOAL	Elective						
Management   Courses-   Marketing and Management   Courses-											Scinestei	
Elective   Courses-Marketing and Management   Flective   Senior   Previous   Elective   Senior   Senior   Previous   Elective   Senior   Senior   Previous   Elective   Senior   Senior   Previous   Elective   Senior   Senior   Senior   Senior   Previous   Elective   Senior   Senio	_											
Elective Courses-Marketing and Management		26/21	Digital marketing	Senior	Dravious	Flactive	2	2	2	0	Firet	
Marketing and Management Elective Courses- Marketing and Management		20421		Sellioi	Fievious	Elective	3	3	3	U		
Management Elective Courses- Marketing and Management Flective         26425 Courses- Marketing and Management         Advertising Strategy and Planning         Senior Previous         Previous         Elective         3         3         3         0         Senester           Flective Courses- Marketing and Management Flective         26336 Courses- Marketing and Management         Case Studies in Public Relations         Junior         Next         Flective         3         3         3         0         Second Semester           Flective Courses- Marketing and Management         34941 Courses- Marketing and Management         Statistics in Communication Research         Junior         Next         Elective         2         2         2         2         0         First Semester           Elective Courses- Marketing and Management         26338 Marketing and Management         Data Mining         Junior         Next         Elective         2         2         2         2         0         First Semester           Elective Courses- Marketing and Management         34421 Media Internship ( II )         Senior         Previous         Elective         2         2         2         2         0         Second Semester           Elective Courses- Marketing and Management         26429 Political and Production         Production         Next         Flective			practice								Schlester	
Elective Courses- Marketing and Management   Courses- Marketing												
Planning		26425	A d	C:	D	E14:	2	2	2	0	Ei4	
Marketing and Management Elective 26336 Courses-Marketing and Management Elective 26337 New Media for Marketing and Management Elective 37 Semester Marketing and Marketing and Marketing and Marketing and Marketing and Management Elective 26338 Data Mining Junior Next Elective 3 3 3 3 0 Second Semester Semester Marketing and Management Elective 26338 Data Mining Junior Next Elective 3 3 3 3 0 Second Semester Semester Marketing and Management Elective Courses-Marketing and Management Elective 3 Semester Marketing and Management Elective 2 Semester Marketing and Management Elective Courses-Marketing and Management Elective 2 Semester Marketing and Management Elective 2 Semester Semester Marketing and Management Elective 2 Semester Semester Marketing and Management Elective 2 Semester Semester Semester Semester Marketing and Management Elective 2 Semester		20423		Senior	Previous	Elective	3	3	3	U		
Management   Elective   Courses-   Marketing and   Management   Elective   Elective   Courses-   Marketing and   Management   Elective   Elective   Elective   Courses-   Marketing and   Management   Elective   Elect			Planning								Semester	
Elective Courses-Marketing and Management												
Courses-Marketing and Management   Elective   26337   New Media for Marketing   Media Internship (1)   Senior   Previous   Elective   2									_			
Marketing and Management     26337 Courses-Marketing and Management     New Media for Marketing     Junior     Next     Elective     3     3     0     Second Semester       Elective Courses-Marketing and Management     34341 Courses-Marketing and Management     Junior     Previous     Elective     2     2     2     0     First Semester       Elective Courses-Marketing and Management     Junior     Next     Elective     3     3     3     0     Second Semester       Elective Courses-Marketing and Management     Marketing and Management     Media Internship (1)     Senior     Previous     Elective     2     2     2     0     First Semester       Elective Courses-Marketing and Management     34422     Media Internship (II)     Senior     Next     Elective     2     2     2     0     Second Semester       Courses-Marketing and Management     Elective     26426     Political and Public Relations     Senior     Previous     Elective     3     3     3     0     First Semester       Elective Courses-Marketing and Management     Production     Senior     Next     Elective     3     3     3     0     First Semester       Elective Courses-Marketing and Management     International Advertising and Management     International Advertising Senior <t< td=""><td></td><td>26336</td><td></td><td>Junior</td><td>Next</td><td>Elective</td><td>3</td><td>3</td><td>3</td><td>0</td><td></td><td></td></t<>		26336		Junior	Next	Elective	3	3	3	0		
Management   Elective   Courses-   Marketing and   Management   Elective   Courses-   Marketing and   Management   Elective   Elective   Courses-   Marketing and   Management   Elective   Ele			Relations								Semester	
Elective   Courses-   Marketing and   Management	_											
Courses-Marketing and Management												
Marketing and Management Elective Courses- Marketing and Management Elective 2 34341 Statistics in Communication Research Previous Elective 2 2 2 2 0 First Semester Elective Courses- Marketing and Management Elective 34421 Media Internship (I) Senior Previous Elective 2 2 2 2 0 First Semester Elective Courses- Marketing and Management Elective 34422 Media Internship (II) Senior Next Elective 2 2 2 2 0 First Semester Marketing and Management Elective Courses- Marketing and Management Elective 2 2 2 2 2 0 Second Semester Marketing and Management Elective Courses- Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing and Management Elective Courses- Marketing and Management Elective 2 2 3 3 3 3 0 First Semester Marketing and Management Elective Courses- Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing and Management Elective 2 2 3 3 3 3 0 First Semester Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing and Management Elective 2 2 3 3 3 3 0 Second Semester Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing and Management Elective 2 2 3 3 3 3 0 Second Semester Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing and Management Elective 2 2 3 3 3 3 0 Second Semester Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing and Management Elective 2 2 3 3 3 3 0 Second Semester Marketing and Management Elective 2 2 2 3 0 Second Semester Marketing Amagement Elective 2 2 3 3 3 3 0 First Semester Marketing Amagement Elective 2 2 3 3 3 3 0 First Semester Marketing Amagement Elective 2 2 3 3 3 3 0 First Semester Marketing Amagement Elective 2 2 3 3 3 3 3 3 0 First Semester Marketing Amagement Elective 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3		26337		Junior	Next	Elective	3	3	3	0		
Management   Elective   Courses-   Marketing and Management   Elective   Courses-   Marketing and Management   Elective   Courses-   Marketing and Management   Media Internship ( II )   Senior   Previous   Elective   Courses-   Marketing and Management   Elective			Marketing								Semester	
Elective   Courses-												
Courses- Marketing and Management  Elective 26338 Data Mining Junior Next Elective 3 3 3 0 Second Semester  Marketing and Management  Elective 2422 2 2 0 First Semester  Media Internship (I) Senior Previous Elective 2 2 2 2 0 First Semester  Elective Courses- Marketing and Management  Elective 26426 Political and Public Relations  Elective Courses- Marketing and Management  Elective 26429 Digital Media Production  Elective 26429 Digital Media Production  Next Elective 3 3 3 0 Second Semester  Media Internship (II) Senior Next Elective 2 2 2 0 Second Semester  Next Elective 3 3 3 0 First Semester  Media Internship (II) Senior Next Elective 3 3 3 0 Second Semester  Marketing and Management  Elective 26426 Digital Media Production  Next Elective 3 3 3 0 Second Semester  Marketing and Management  Elective 26429 Digital Media Senior Next Elective 3 3 3 0 Second Semester  Marketing and Management  Elective 26420 Linternational Advertising and Management  Elective 26420 Courses- Marketing and Management  Elective 26427 Customer Relationship Senior Previous Elective 3 3 3 0 First Semester  Marketing and Management  Elective 26427 Customer Relationship Senior Previous Elective 3 3 3 0 First Semester												
Marketing and Management   Research   Management   Research   Management   Research   Management   Research   Management   Research   Management   Research   Management   Management   Media Internship (I)   Media Internship (I)   Senior   Previous   Elective   2	Elective	34341		Junior	Previous	Elective	2	2	2	0		Elective
Management   Elective   26338   Data Mining   Junior   Next   Elective   3   3   3   0   Second   Semester			Communication								Semester	
Elective Courses-Marketing and Management   Courses-Marketing and Management	Marketing and		Research									
Courses- Marketing and Management Elective	Management											
Marketing and Management   Media Internship (I)   Senior   Previous   Elective   2   2   2   0   First   Semester	Elective	26338	Data Mining	Junior	Next	Elective	3	3	3	0	Second	
Management   Elective   Courses-Marketing and Management   Elective   2   2   2   2   0   First   Semester	Courses-										Semester	
Elective   Courses-Marketing and Management   Media Internship (II)   Senior   Previous   Elective   2   2   2   0   First   Semester	Marketing and											
Courses- Marketing and Management  Elective 34422 Media Internship (II) Senior Next Elective 2 2 2 2 0 Second Semester Marketing and Management  Elective 26426 Political and Public Relations  Elective 26429 Digital Media Production  Elective 26429 Digital Media Production  Elective 26430 International Advertising and Management  Elective 26430 International Advertising and Management  Elective 26430 Courses- Marketing and Management  Elective 26430 International Advertising and Management  Elective 26430 Courses- Marketing and Management  Elective 26427 Customer Relationship Management  Elective 26427 Customer Relationship Management  Elective 26427 Customer Relationship Management  Elective Senior Previous Elective 3 3 3 0 First Semester	Management											
Marketing and Management       Media Internship (II )       Senior       Next       Elective       2       2       2       0       Second Semester         Courses-Marketing and Management       Political and Public Relations       Senior       Previous       Elective       3       3       3       0       First Semester         Courses-Marketing and Management       Senior       Next       Elective       3       3       3       0       Second Semester         Elective Courses-Marketing and Management       Production       Next       Elective       3       3       3       0       Second Semester         Elective Courses-Marketing and Management       Elective       26430       International Advertising and Marketing       Senior       Next       Elective       3       3       3       0       Second Semester         Elective Courses-Marketing and Management       Elective Semester       26427       Customer Relationship Management       Senior       Previous       Elective       3       3       3       0       First Semester	Elective	34421	Media Internship ( I )	Senior	Previous	Elective	2	2	2	0	First	
Management   Elective   34422   Media Internship (II )   Senior   Next   Elective   2   2   2   0   Second   Semester	Courses-										Semester	
Elective Courses- Marketing and Management  Elective 26426 Political and Public Relations  Elective Courses- Marketing and Management  Elective 26429 Digital Media Production  Elective Courses- Marketing and Management  Elective 26430 International Advertising and Management  Elective Courses- Marketing and Management  Elective 26430 International Advertising and Management  Elective 26430 Courses- Marketing and Management  Elective 26430 International Advertising and Management  Elective 26430 Courses- Marketing and Management  Elective 26430 Courses- Marketing and Management  Elective 26430 Customer Relationship Management  Elective 26427 Customer Relationship Management  Elective Senior Previous Elective 3 3 3 0 First Semester	Marketing and											
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Marketing and ManagementManagementSeniorPreviousElective330First SemesterElective Marketing and Management26429Digital Media ProductionSeniorNextElective330SecondElective Courses- Marketing and Management26430International Advertising and MarketingSeniorNextElective3330SecondElective Courses- Marketing and Management26427Customer Relationship ManagementSeniorPreviousElective3330First Semester	Courses-										Semester	
ManagementLective26426Political and Public RelationsSeniorPreviousElective3330First SemesterMarketing and ManagementElective26429Digital Media ProductionSeniorNextElective3330Second SemesterCourses-Marketing and ManagementProductionNextElective3330Second SemesterElective26430International Advertising and ManagementSeniorNextElective3330Second SemesterElective26427Customer Relationship ManagementSeniorPreviousElective3330First Semester												
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#### for All Students Entering in 2024-25 Academic Year

Management											
Elective Courses- Marketing and Management	26428	Advertising and Commercial Film Production	Senior	Previous	Elective	3	3	3	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	33135	News Reporting and Writing	Freshman	Previous	Elective	3	3	3	0	First Semester	Elective
Elective Courses-Radio and TV News production	33136	Content Production System	Freshman	Next	Elective	3	3	3	0	Second Semester	Elective
Elective Courses-Digital Communication	26241	Web Design	Sophomore	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Digital Communication	26242	Computer Graphics	Sophomore	Previous	Elective	3	3	3	0	First Semester	Elective
Elective Courses- Digital Communication	26236	Digital Effects Production	Sophomore	Previous	Elective	3	3	3	0	First Semester	
Elective Courses- Marketing and Management	26488	Seminar or Industry Practice	Senior	Next	Elective	3	3	3	0	Second Semester	

#### **Academic Regulations**

- 1.In accordance with MCU General Provisions for Study, all undergraduate students must pass the requirements for Service-Learning, English Proficiency, Information Technology Proficiency, Chinese Proficiency, Sports Ability, and Fundamental Professional Competences in order to graduate.
- 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. Only 12 course credits will be counted toward graduation. Additional course credits earned in General Education courses are not counted toward graduation but can be included in the cumulative credit count.
- 3.The elective courses in this course outline can be applied retroactively to students who entered the university prior to the 2024-25 academic year.
- 4. Courses from General Education and Teacher Education Program cannot be counted towards professional elective course credits.
- 5.General Education courses related to Communication (such as Media Literacy) cannot be counted towards graduation credits.

- 6.All courses listed on the curriculum framework of each academic year by the School or the department (including those listed prior to any department name changes) are recognized as professional elective courses for the department. These courses can be applied retroactively to students who enrolled before the 2023-24 academic year.
- 7.Credits from interdisciplinary Focused Course Programs not listed in the graduation curriculum framework can be recognized as credits from other departments.
- 8.Economics, Statistics in Communication Research, Visual Communication, Computer Graphics, News Reporting and Writing, and Content Production System are required elective courses for the Department. Students who fail these courses will not be required to retake them, and it will not affect their graduation. 9.Graduating students and students in 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 and Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.
- 10. Foreign students, overseas Chinese students, Hong Kong students and Macao students may select the following courses to waive "Chinese Literature: Appreciation and Creative Writing I and II" once the related test confirms that they have insufficient Chinese ability: "Basic Mandarin I and II" or "Chinese Literature I and II". This may also be retroactively applied to students who entered the university prior to the 2023-24 academic year.