

Advertising and Strategic Marketing Department Courses Outline

for All Students Entering in 2024-25 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	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 -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	

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Ming Chuan Required Courses -Physical Education	00122	Physical Education (II)	Freshman	Next	Required	0	2	2	0	Second Semester	
Ming Chuan Required Course -Physical Education	00221	Physical Education (III)	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	26206	Management	Sophomore	Next	Required	3	3	3	0	Second Semester	
Required Courses-Advertising Basic Course	31115	Multimedia basic Technology	Freshman	Previous	Required	3	3	3	0	First Semester	
Required Courses-Advertising Basic Course	31116	Multimedia Advanced Technology	Freshman	Next	Required	3	3	3	0	Second Semester	
Required Courses-Advertising Basic Course	33138	Principles of Communication	Sophomore	Next	Required	3	3	3	0	Second Semester	
Required Courses-Advertising Basic Course	33137	Communication Research Methods	Sophomore	Previous	Required	3	3	3	0	First 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	
Required Courses-Advertising Basic Course	26101	Advertising	Freshman	Previous	Required	3	3	3	0	First Semester	
Required Courses-Advertising	26202	Omni media storytelling	Sophomore	Previous	Required	2	2	2	0	First Semester	

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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 (I)	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 Course	26402	Graduation Project (II)	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	

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Theory											
Elective Courses-Communication Theory	34130	Economics	Freshman	Next	Elective	2	2	2	0	Second Semester	Elective
Elective Courses-Communication Theory	34131	Psychology	Freshman	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	34132	Public Speaking and Presentation Skills	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	34133	Persuasion Communication	Freshman	Previous	Elective	2	2	2	0	First Semester	
Elective Courses-Marketing and Management	26131	Aesthetics of Editing	Freshman	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	26235	Writing for Public Relations	Sophomore	Previous	Elective	3	3	3	0	First Semester	
Elective Courses-Marketing and Management	26238	Public Relations Strategy	Sophomore	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Marketing and Management	26234	Commercial Photography	Sophomore	Previous	Elective	3	3	3	0	First Semester	
Elective Courses-Marketing and Management	26239	Script creation of multimedia	Sophomore	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Marketing and Management	26240	Micro-Film Production	Sophomore	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Marketing and Management	26233	Culture and Economy	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Elective Courses-Marketing and Management	26334	Marketing in Creative and Cultural Industries	Junior	Previous	Elective	3	3	3	0	First Semester	
Elective Courses-Marketing and Management	26339	Advanced Advertising Creativity and Production	Junior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Marketing and Management	26340	Special Topics in Cultural and Creative Industries	Junior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses-Marketing and	26335	Social Marketing	Junior	Previous	Elective	3	3	3	0	First Semester	

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Management											
Elective Courses- Marketing and Management	26331	Language of the lens	Junior	Next	Elective	2	2	2	0	Second Semester	
Elective Courses- Marketing and Management	26333	Marketing Technology	Junior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses- Marketing and Management	26341	Innovative and Creative	Junior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses- Marketing and Management	26421	Digital marketing practice	Senior	Previous	Elective	3	3	3	0	First Semester	
Elective Courses- Marketing and Management	26425	Advertising Strategy and Planning	Senior	Previous	Elective	3	3	3	0	First Semester	
Elective Courses- Marketing and Management	26336	Case Studies in Public Relations	Junior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses- Marketing and Management	26337	New Media for Marketing	Junior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses- Marketing and Management	34341	Statistics in Communication Research	Junior	Previous	Elective	2	2	2	0	First Semester	Elective
Elective Courses- Marketing and Management	26338	Data Mining	Junior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses- Marketing and Management	34421	Media Internship (I)	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	
Elective Courses- Marketing and Management	26426	Political and Public Relations	Senior	Previous	Elective	3	3	3	0	First Semester	
Elective Courses- Marketing and Management	26429	Digital Media Production	Senior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses- Marketing and Management	26430	International Advertising and Marketing	Senior	Next	Elective	3	3	3	0	Second Semester	
Elective Courses- Marketing and	26427	Customer Relationship Management	Senior	Previous	Elective	3	3	3	0	First Semester	

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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.

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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.