

銘傳大學廣告暨策略行銷學系專業基本能力檢定實施細則

中華民國 98 年 12 月 3 日教務會議審議修正通過

中華民國 99 年 6 月 3 日教務會議審議修正通過

中華民國 99 年 5 月 10 日系務會議通過

中華民國 99 年 5 月 10 日院務會議通過

中華民國 99 年 6 月 3 日教務會議審議修正通過

中華民國 100 年 9 月 26 日系課程委員會暨系務會議修正通過

100 年 9 月 26 日院課程委員會暨院務會議修正通過

中華民國 100 年 12 月 15 日教務會議審議修正通過

中華民國 104 年 5 月 14 日教務會議審議修正通過

中華民國 107 年 9 月 04 日系務會議修正通過

中華民國 107 年 10 月 01 日院務會議修正通過

中華民國 107 年 11 月 29 日教務會議審議修正通過

中華民國 111 年 04 月 07 日系務會議修正通過

中華民國 111 年 04 月 11 日院務會議修正通過

中華民國 111 年 5 月 19 日教務會議審議修正通過

中華民國 114 年 03 月 31 日系務會議修正通過

中華民國 114 年 04 月 14 日院務會議修正通過

中華民國 114 年 05 月 08 日教務會議審議修正通過

- 一、本系為提昇學生升學暨就業競爭力，依據「銘傳大學學生畢業資格檢定實施辦法」，訂定「銘傳大學廣告暨策略行銷學系專業基本能力檢定實施細則」（以下簡稱本細則）。
- 二、九十九學年度起入學之大學部學生，應通過本校所定之「服務學習」、「英語能力」、「資訊能力」、「中文能力」及「運動能力」畢業資格檢定標準，及本細則所定「基本能力」之檢定標準，始得畢業。
- 三、學生應於在學期間內通過基本能力檢定，其項目及檢定標準如下：

基本能力	檢定標準
1. 企劃能力	撰寫廣告相關企劃書，並通過審核達 70 分(含)以上。
2. 實作能力	1. 完成傳播實務(一)(二)一學年訓練，並經審查成績考核通過。 2. 修習傳播實務進階課程需完成 160 小時的校外實習，並經審查成績考核通過及繳交實習心得回饋。
3. 問題解決能力	完成畢業論文或畢業作品製作，並通過審查。
4. 就業競爭力	畢業前應完成本系實習實施細則之規定。
5. 傳播資訊能力	畢業前通過行銷分析(Google AdWords/Google Analytics)或行銷企劃(TMCA)證照或國際數位內容產製專業能力(Adobe)認證考試 1 項。

- 四、學生於畢業前未達前條企劃能力檢定標準者，應額外撰寫本系指定之企劃書，並通過審核達 70 分(含)以上，始得畢業。
- 五、通過基本能力檢定標準之學生，應將成績或其他相關證明文件，送交本系經審核通過後，成績以「檢定通過」登錄。
- 六、本細則經系務、院務及教務會議通過後，報請校長核定後實施，修正時亦同。

Ming Chuan University Enforcement Rules for Advertising and Strategic Marketing Department Professional Competencies Requirements

Discussed and passed at the Academic Affairs Committee Meeting on December 3, 2009 Passed at the Department Affairs Committee Meeting on May 10, 2010 Passed at the School Affairs Committee Meeting on May 10, 2010 Discussed, revised and passed at the Academic Affairs Committee Meeting on June 3, 2010 Revised and passed at the Department Curriculum Committee Meeting and the Department Affairs Committee Meeting on September 26, 2011 Passed at the School Curriculum Committee Meeting and the School Affairs Committee Meeting on September 26, 2011 Passed at the Academic Affairs Committee Meeting on December 15, 2011 Revised and passed at the Academic Affairs Committee Meeting on May 14, 2015 Revised and passed at the Academic Affairs Committee Meeting on November 29, 2018 Affairs Committee Meeting on March 31, 2025 Revised and passed at the Department Curriculum Committee Meeting and the Department Affairs Committee Meeting on April 14, 2025 Passed at the School Curriculum Committee Meeting and the School Affairs Committee Academic Affairs Committee Meeting on May08, 2025 Revised and passed at the Academic Affairs Committee Meeting

- 一、In accordance with the Ming Chuan University Procedures for Proficiency-based Graduation Requirements, these regulations were established to improve Advertising Department students' competitiveness for their future careers and further studies.
- 二、To attain graduation eligibility, undergraduate students admitted in the 2010-11 academic year and beyond must meet the graduation requirements specified in these procedures and the enforcement rules for Service-Learning, English proficiency, Information Technology proficiency, Chinese proficiency and Sports capability, as well as the professional competencies stated in these regulations.
- 三、Students are required to meet the professional competencies outlined below during their period of study.

Professional Competencies	Requirements
Planning capability	Student is required to complete at least five advertising-related proposals or case analysis reports, with a score of 70 or higher.
Practical skills	<ol style="list-style-type: none">1. Student must complete a full academic year of training in Advanced Communication Practice (I) and (II) and pass the evaluation.2. To take the Advanced Communication Practice course, students must complete 160 hours of off-campus internship, pass the performance evaluation review, and submit internship reflection feedback report.
Problem-solving capability	Student must complete and pass his/her graduation senior thesis or project.
Communications Information Proficiency	Pass one of the following certification exams before graduation: Marketing Analysis (Google AdWords/Google Analytics), Marketing Planning (TMCA), or International Digital Content Production Professional Capability (Adobe).

- 四、To attain graduation eligibility, students who fail to meet the requirements for planning capability must complete advertising-related proposals or case analysis reports, with a score of 70 or higher
- 五、Students who meet the graduation requirements for these professional competencies should submit relevant certificates or score reports to the Communications Management Department. After completion of these procedures, the students will be verified as meeting the graduation requirements.
- 六、Upon being passed at the Department/School/Academic Affairs Committee Meetings and approved by the president, the enforcement rules were implemented. Any revision must follow the same procedures.

****In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail. ****