

銘傳大學廣告暨策略行銷學系學生校外實習實施細則

Ming Chuan University Enforcement Rules for Off-Campus Internships for Students of the Department of Advertising and Strategic Marketing

中華民國 114 年 3 月 31 日系務會議通過

Approved at the Department Affairs Meeting on March 31, 2025

中華民國 114 年 4 月 14 日系務會議通過

Approved at the Department Affairs Meeting on April 14, 2025

中華民國 114 年 5 月 8 日教務會議通過

Approved at the Academic Affairs Meeting on May 8, 2025

第一條 實施目的

Article 1 Purpose of Implementation

廣告暨策略行銷學系(以下稱為本系)為培養學生務實致用的觀念與能力,促使學生及早體驗職場工作,增加學生於職場的適應力與競爭力,特依據本校「銘傳大學學生校外實習辦法」第三條第二項規定訂定本實施細則。

The Department of Advertising and Strategic Marketing (hereinafter referred to as "the Department"), in order to cultivate students' practical applied concepts and abilities, encourage students to experience the workplace at an early stage, and enhance their adaptability and competitiveness in the workplace, has formulated these Implementation Guidelines in accordance with Article 3, Section 2 of the "Ming Chuan University Off-Campus Internship Guidelines for Students".

第二條 系級校外實習輔導委員會組成方式與任務

Article 2 Composition and Responsibilities of the Department-Level Off-Campus Internship Advisory Committee

一、本系為推動學生校外實習,成立「校外實習輔導委員會」。
「校外實習輔導委員會委員」由各學系主任、傳播實務指導老師及業務承辦同仁組成,必要時得邀請學生、業師參與。以每學年召開會議一次為原則,必要時得召開臨時會議。

1. To promote student off-campus internships, the Department establishes an "Off-Campus Internship Advisory Committee". Members of the Committee comprise the department chair, Communication Practice instructors, and administrative staff members responsible for internship affairs. When necessary, students and industry mentors may also be invited to participate. The Committee shall convene at least once per academic year, with additional meetings held as needed.

二、本系校外實習輔導委員會任務如下:

2. Responsibilities of the Department's Off-Campus Internship Advisory Committee are as follows:

(一) 制定本系「校外實習實施細則」

(1) Formulating the department-specific Enforcement Rules

for Off-Campus Internships.

- (二) 整體規劃及推動校外實習課程。
- (2) Planning and promoting off-campus internship courses.
- (三) 確認合作機構之評估結果及選定。
- (3) Reviewing and confirming the evaluation results and selection of partner organizations.
- (四) 擬訂書面契約及學生個別實習計畫。
- (4) Drafting written internship agreements and individualized internship plans for students.
- (五) 協調、處理學生申訴、爭議及意外事件。
- (5) Coordinating and addressing student appeals, disputes, and incidents.
- (六) 處理學生實習期滿前之終止實習。
- (6) Handling early termination of internships (before the scheduled completion date).
- (七) 追蹤處理及檢討學生實習輔導訪視結果。
- (7) Following up and reviewing the outcomes of internship guidance and visitations.
- (八) 選任實習輔導教師
- (8) Appointing internship faculty advisors.
- (九) 其他學生權益保障相關事項。
- (9) Addressing other matters related to the protection of student rights and interests.

第三條 學系實習課程型態及實習時數

Article 3 Types of Department Internship Courses and Internship Hours

一、實習課程名稱、實習課程選別及學分數

1. Internship Course Titles, Course Selection Categories, and Credit Units

- (一) 傳播實務進階：選修，2 學分
- (1) Advanced Communication Practice: Elective, 2 credits
- (二) 媒體實習（一）：選修，2 學分
- (2) Media Internship I: Elective, 2 credits
- (三) 媒體實習（二）：選修，2 學分
- (3) Media Internship II: Elective, 2 credits
- (四) 職場實務專題：選修，3 學分
- (4) Seminar on Industry Practice: Elective, 3 credits

二、實習時數規定：2 學分的課程需完成 160 小時；3 學分的課程需要完成 240 小時；若同時加選「媒體實習（二）」和「職場實務專題」，合計 5 學分，需完成 384 小時。

2. Internship Hour Requirements: Courses with 2 credits require completion of 160 hours; courses with 3 credits require completion of 240 hours. If students enroll in both "Media Internship II" and "Workplace Practice Project" simultaneously, totaling 5 credits, they must complete 384 hours of internship.

三、實習期間：「傳播實務進階」為本院學生基礎實習，學生須於完成傳播實務（一）、傳播實務（二）後之暑假期間完成實

習。完成「傳播實務進階」之實習工作的同學方可申請「媒體實習（一）」、「媒體實習（二）」及「職場實務專題」，並請於每學期選課期間向所屬學系提出申請，須於實習前完成實習公函或實習合約書簽訂。

3. Internship Period: "Advanced Communication Practice" is a foundational internship for students of the School. Students must complete the internship during the summer after finishing Communication Practice I and Communication Practice II. Only students who have completed the internship for "Advanced Communication Practice" may apply for "Media Internship I", "Media Internship II", and "Seminar on Industry Practice". Applications must be submitted to the respective department during each semester's course selection period, and the internship official letter or internship contract must be completed and signed prior to the start of the internship.

第四條 實習機構

Article 4 Internship Organizations

實習機構以本學系協助媒合，如學生要自行接洽實習機構，學生須填寫「銘傳大學傳播學院校外實習計畫申請表」，並於規定期限內向學系提出申請，學系將安排實習輔導教師進行初步評估，經「校外實習輔導委員」審核通過後，始得認列為校外實習機構，並進行後續公函或實習合約書簽訂之流程。未經「校外實習輔導委員」審核通過之實習機構，一律不可列入實習課程。

Internship organizations are primarily matched with assistance from the department. If students wish to independently contact an internship organization, they must complete the "Ming Chuan University School of Communication Off-Campus Internship Program Application Form" and submit it to the department within the specified deadline. The department will arrange an internship advisor to conduct a preliminary evaluation. Only after approval by the "Off-Campus Internship Advisory Committee" may the organization be recognized as an off-campus internship organization, after which the process of issuing official letters or signing internship contracts will proceed. Internship organizations not approved by the "Off-Campus Internship Advisory Committee" may not be included in internship courses under any circumstances.

第五條 實習分發流程

Article 5 Internship Placement Process

一、調查及審查學生實習機構

1. Survey and Review of Student Internship Organizations

(一)「傳播實務進階」課程：

(1) "Advanced Communication Practice" Course:

本系學生依照傳播實務課程，針對不同專長領域，參加不同媒體實習單位。本系學生校外實習之實施，由各傳播實務單位協助媒合實習機構，或依學生意願自行接洽實習機構，並填寫「銘傳大學傳播學院校外實

習計畫申請表」，於規定時間內繳交至各傳播實務單位。經由校內傳播實務負責老師許可，輔導學生自行安排或代為遞交履歷，接受面試及實習事宜。

Based on the Communication Practice curriculum, students of the department participate in different media internship units according to their respective areas of specialization. The implementation of off-campus internships for department students is facilitated by various Communication Practice units that assist in matching internship organizations, or students may independently contact internship organizations according to their preferences and complete the "Ming Chuan University School of Communication Off-Campus Internship Program Application Form", which must be submitted to the respective Communication Practice units within the specified timeframe. With approval from the on-campus faculty member in charge of Communication Practice, students will be guided to arrange or submit résumés on their own behalf and to proceed with interviews and arranging internship matters.

(二)「媒體實習(一)」、「媒體實習(二)」、「職場實務專題」課程：

(2) "Media Internship I", "Media Internship II", and "Seminar on Industry Practice" Courses:

依學生意願自行接洽實習機構，並填寫「銘傳大學傳播學院校外實習計畫申請表」，於規定時間內繳交至各實習課程輔導教師。經由「校外實習輔導委員」許可，輔導學生自行安排或代為遞交履歷，接受面試及實習事宜。Students independently contact internship organizations according to their preferences and complete the "Ming Chuan University School of Communication Off-Campus Internship Program Application Form", submitting it to the respective internship course advisor within the specified timeframe. With approval from the "Off-Campus Internship Advisory Committee", students will be guided to arrange or submit résumés on their own behalf and to proceed with interviews and arranging internship matters.

二、實習名單公佈及確認學生實習最終意願

2. Announcement of Internship Placements and Confirmation of Students' Final Internship Preferences.

三、實習機構再分發作業

3. Reassignment of Internship Organizations

如受實習機構因素使學生無法至實習機構實習，則由「校外實習輔導委員」開會審議並再次協助媒合之相關作業。

If students are unable to undertake internships due to factors

attributable to the internship organization, the "Off-Campus Internship Advisory Committee" will convene to review the case and provide assistance with rematching arrangements.

第六條 實習合約與保險

Article 6 Internship Contracts and Insurance

一、學生赴實習機構實習前，需與實習課程輔導教師及實習機構共同擬定學生個別實習計畫書，並簽訂實習合約，前項合作機構如為公部門，實習合約得以公函替代之。

1. Before students begin their internships at an organization, they must jointly formulate an individual internship plan with the internship course advisor and the internship organization, and sign an internship contract. If the cooperating organization is a public sector institution, the internship contract may be replaced by an official letter.

二、實習保險：

2. Internship Insurance:

(一) 工作型校外實習：實習機構聘學生為員工(具僱傭關係)，實習機構應依法辦理勞工保險，並依規定支付保險費。

(1) Work-based off-campus internship: The internship organization hires students as employees (with an employment relationship). The internship organization shall, in accordance with the law, enroll the students in Labor Insurance and pay the insurance premiums as required.

(二) 一般型校外實習：實習機構與學生為單純學習訓練關係(不具僱傭關係)，本系為學生投保「大專校院校外實習學生團體保險」，並支付保險費。

(2) General off-campus internship: The relationship between the internship organization and the student is purely for learning and training purposes (without an employment relationship). This department enrolls students in the "Group Insurance for Off-Campus Internship Students of Colleges and Universities" and pays the insurance premiums.

(三) 若學生已獲實習機構辦理勞工保險，仍可加保「大專校院校外實習學生團體保險」。

(3) If a student has already been enrolled in Labor Insurance by the internship organization, the student may still additionally enroll in the "Group Insurance for Off-Campus Internship Students of Colleges and Universities".

第七條 實習學生責任及注意事項

Article 7 Responsibilities and Important Notes for Internship Students

一、實習學生之責任：

1. Responsibilities of internship students:

- (一)與實習課程教師及實習機構共同訂定學生個別實習計畫。
- (1) To jointly formulate an individual internship plan for the student together with the internship course instructor and the internship organization.
- (二)實習學生應與實習機構協議簽訂「銘傳大學校外實習合約書」，明確規範雙方權利與義務。
- (2) Internship students shall negotiate with the internship organization and sign the "Ming Chuan University Off-Campus Internship Agreement", which clearly stipulates the rights and obligations of both parties.
- (三)實習學生應填具企業實習「銘傳大學傳播學院校外實習同意書」，遵守實習相關規定，以順利完成實習工作。
- (3) Internship students shall complete the corporate internship "Ming Chuan University School of Communication Off-Campus Internship Consent Form", comply with relevant internship regulations, and thereby successfully complete the internship.
- (四)前述「銘傳大學校外實習合約書」及「銘傳大學傳播學院校外實習同意書」應於規定時間內繳回，未繳交者，實習成績不予核計。
- (4) The aforementioned "Ming Chuan University Off-Campus Internship Agreement" and "Ming Chuan University School of Communication Off-Campus Internship Consent Form" must be submitted within the specified deadline. Failure to submit them will result in the internship grade not being calculated.
- (五)實習前瞭解實習課程的各種規定、實習合約書內容、實習時間、實習項目等。
- (5) Before the internship, students should understand all regulations of the internship course, the contents of the internship agreement, internship schedule, internship tasks, and related matters.
- (六)實習報到時間依企業實習合作機構規定，學生應於報到一週內，以電話或其他通訊方式向實習輔導老師報告，並予以登記、評核。
- (6) The internship reporting time shall be in accordance with the regulations of the corporate internship partner organization. Within one week of reporting, students shall inform the internship advisor by phone or other means of communication for registration and evaluation.
- (七)實習學生在實習期間，應秉持熱切學習態度，保持服裝儀容整潔，遵守實習單位相關規定，不得遲到早退，或擅自離開實習單位，如因故需請假者，須徵詢實習機構主管同意，並依實習機構規定辦理請假手續，同時也須

回報學校，使校方得以掌握出缺席狀況。

- (7) During the internship period, students shall maintain an enthusiastic learning attitude, keep their attire neat and appropriate, comply with the regulations of the internship unit, and shall not arrive late, leave early, or leave the internship unit without authorization. If leave is necessary, students must obtain approval from the supervisor of the internship organization and complete leave procedures in accordance with the organization's regulations, and also report to the university so that attendance records can be properly monitored.
- (八)實習學生應於實習合約書規定內的期間內完成實習課程規定之實習時數。
- (8) Internship students shall complete the required internship hours stipulated in the internship course within the period specified in the internship agreement.
- (九)實習學生依應依實習課程教師要求撰寫實習紀錄、報告，並依規定時間內繳交。
- (9) Internship students shall prepare internship records and reports as required by the internship course instructor and submit them within the designated deadlines.
- (十)實習學生務必要尊重實習機構之智慧財產權，並嚴守保密之義務，絕不將實習機構之機密資訊洩漏或以任何方式告知第三人。更不得自行利用或以任何方式交付或交由第三人利用相關機密資訊或取得任何權利。
- (10) Internship students must respect the Intellectual Property rights of the internship organization and strictly observe confidentiality obligations. They shall never disclose confidential information of the internship organization or inform any third party in any manner. Furthermore, they shall not use such confidential information for personal purposes, nor provide or allow any third party to use such information or obtain any rights therefrom in any form.
- (十一)進行機具實務操作時，實習學生應配合實習機構人員指導操作機具設備，並確保正確穿戴所需的安全設備。
- (11) When performing practical operations involving machinery or equipment, internship students shall follow the guidance of personnel from the internship organization and ensure that all required safety equipment is worn correctly.
- (十二)實習乃學習之性質，本系實習學生不得主動要求薪資、交通補助或其他費用，若實習機構另有規定之薪資或津貼補助者則不在此限，由學生與實習機構自行面洽商議。
- (12) As internships are learning-oriented in nature, internship

students of this department shall not proactively request salaries, transportation subsidies, or other fees. If the internship organization separately provides salaries or allowances, this shall not be subject to the foregoing restriction and shall be negotiated directly between the student and the internship organization.

- 二、實習學生於校外實習期間若有實習上的任何問題，如實習不適應、溝通等問題，均可向實習課程教師反映並尋求協助。
- 2. If internship students encounter any issues during the off-campus internship period, such as difficulties adapting to the internship or communication problems, they may report these issues to the internship course instructor and seek assistance.
- 三、實習學生應於實習前參加「實習行前說明會」，未參與「實習行前說明會」之學生校外實習將不列入實習課程，如經實習課程教師同意者不在此限。
- 3. Internship students shall attend the "Pre-Internship Orientation Session" prior to the internship. Students who do not participate in the orientation session will not have their off-campus internship recognized as part of the internship course, unless otherwise approved by the internship course instructor.
- 四、實習學生於實習期間，如有損實習機構及本校校譽之行為或其他不適任之情事等，經規勸仍無法改善者，本系與實習機構協商同意後，得隨時終止實習，實習學生不得異議。
- 4. During the internship period, if an internship student engages in conduct that damages the reputation of the internship organization or the university, or is otherwise deemed unsuitable, and fails to improve after counseling, the department may, upon consultation and agreement with the internship organization, terminate the internship at any time. The internship student shall raise no objection.

第八條 實習課程教師職責

Article 8 Responsibilities of Internship Course Instructors

- 一、實習課程教師由「校外實習輔導委員會」選任之。
- 1. Internship course instructors are selected by the "Off-Campus Internship Advisory Committee".
- 二、實習課程教師負責實習學生及實習機構協調、聯繫之事宜。
- 2. Internship course instructors are responsible for coordination and communication between student interns and internship organizations.
- 三、各傳播實務單位主管及負責老師，須向參與企業實習學生進行實習前輔導，針對實習規定及生活作息等注意事項詳細說明，讓實習學生瞭解遵循。
- 3. Supervisors and responsible instructors of each Communication Practice unit shall provide pre-internship guidance to students participating in corporate internships, including detailed explanations of internship regulations and daily routines, so that

student interns understand and comply with them.

- 四、依各系與傳播實務單位發展及專業核心能力，妥善規劃校外實習課程，並於實習前與實習學生、實習機構共同訂定「學生個別實習計畫」。
4. Based on the development and core professional competencies of each department and Communication Practice unit, off-campus internship courses shall be properly planned, and prior to the internship, a "Student Individual Internship Plan" shall be jointly formulated with the student intern and the internship organization.
- 五、實習課程教師需於學生實習期間赴學生實習機構或電話聯繫進行訪視及輔導，瞭解學生實習狀況、督導學生，並將輔導內容撰寫至「銘傳大學學生校外實習訪視紀錄表」，撰寫完畢後繳交回各系辦公室存查。
5. During the internship period, internship course instructors shall visit the student's internship organization in person or conduct visits via telephone for supervision and guidance, understand the student's internship status, and supervise the student. The guidance content shall be recorded in the "Ming Chuan University Off-Campus Internship Visit Record Form", which shall be submitted to the respective department office for record after completion.
- 六、規劃及訂定學生實習作業及實習成績評定標準，評閱學生實習作業或報告及實習成績，並在學生完成實習後之追蹤檢討與改進。
6. Plan and establish student internship assignments and internship grading criteria, review student internship assignments or reports and internship grades, and conduct follow-up evaluation, review, and improvement after students complete their internships.

第九條 實習機構職責

Article 9 Responsibilities of Internship Organizations

- 一、提供實習生擔任職務所需的專業訓練，並確保實習生具備執行職務所需的基本技能與安全知識。
1. Provide professional training required for interns to perform their assigned duties, and ensure that interns possess the basic skills and safety knowledge necessary to carry out their responsibilities.
- 二、協助實習輔導教師瞭解實習生之實習表現及適應狀況。
2. Assist internship advisors in understanding the interns' performance and level of adaptation during the internship.
- 三、指導並協助評量實習生之實習成績。
3. Provide guidance and assistance in evaluating interns' internship performance and grades.
- 四、其他有助於媒體實務研究及企業實習進行之事項。
4. Other matters that contribute to the conduct of media practices research and corporate internships.

第十條 實習課程成績考核

Article 10 Assessment of Internship Course Grades

實習總成績包含：實習心得回饋、實習課程教師評分及實習機構評分三項。

The overall internship grade consists of three components: internship reflection feedback, evaluation by the internship course instructor, and evaluation by the internship organization.

一、課程評分標準：實習心得回饋 10%、實習課程教師評分 40% 及實習機構評分 50%。

1. Grading criteria: internship reflection feedback accounts for 10%, evaluation by the internship course instructor accounts for 40%, and evaluation by the internship organization accounts for 50%.

二、若學生曾更換實習機構者，則以該學生於該實習機構實習時數佔總實習時數百分比，分別計算後再加總。

2. If a student has changed internship organizations, the grades shall be calculated separately based on the percentage of internship hours completed at each organization relative to the total internship hours, and then summed.

三、學生應於實習結束後應繳回實習時數及成績評量表，未繳交者，實習成績不予核計。

3. After completing the internship, students shall submit the internship hour record and grade evaluation form. Those who fail to submit the required documents will not have their internship grades calculated.

第十一條 實習不適應

Article 11 Internship Maladjustment

學生實習期間，如有不適應之情事發生，經實習輔導教師、實習生與實習合作機構代表共同協商後未能改善，實習學生欲提前中止實習，應填寫「銘傳大學學生校外實習轉換實習機構/終止實習申請表」，應經本系「校外實習輔導委員會」審議，方得轉換實習合作機構或終止實習。如有終止實習名單，應送校級校外實習輔導委員會備查。

During the internship period, if a student experiences maladjustment and the situation cannot be improved after joint consultation among the internship advisor, the intern, and a representative of the internship partner organization, and the student wishes to terminate the internship early, the student shall complete the "Ming Chuan University Off-Campus Internship Transfer of Internship Organization / Internship Termination Application Form". Such cases must be reviewed by the department's "Off-Campus Internship Advisory Committee" before the student may transfer to another internship organization or terminate the internship. Any list of terminated internships shall be submitted to the university-level Off-Campus Internship Advisory Committee for record.

第十二條 實習申訴及處理

Article 12 Internship Appeals and Handling Procedures

學生實習期間，如與實習合作機構發生爭議，實習學生可向實習

輔導教師反映，與實習合作機構共同商議改善方案；如未獲改善，實習學生得向本系校外實習輔導委員會提出申訴。前述實習輔導委員會處理實習學生申訴時，應邀請實習合作機構、申訴人及有關單位共同協商解決，並將協商會議紀錄送請校級校外實習輔導委員會備查。

During the internship period, if a dispute arises between a student and the internship partner organization, the student may report the matter to the internship advising instructor, who will work with the internship partner organization to discuss improvement measures. If no improvement is achieved, the student may file a complaint with the department's Off-Campus Internship Advisory Committee. When handling such complaints, the aforementioned committee shall invite the internship partner organization, the complainant, and relevant units to jointly consult on a resolution, and shall submit the meeting minutes of the consultation to the university-level Off-Campus Internship Advisory Committee for record.

第十三條 違反實習規定之處分

Article 13 Disciplinary Actions for Violations of Internship Regulations

若刻意偽造企業實習考核相關資料，除實習時數不予採計外，並另依本系校外實習輔導委員會議討論後，依校規懲處。

If a student deliberately falsifies materials related to the evaluation of the corporate internship, the internship hours shall not be recognized. In addition, after deliberation by the department's Off-Campus Internship Advisory Committee, disciplinary actions shall be imposed in accordance with university regulations.

第十四條 其他事項

Article 14 Other Matters

實習期間經本系與實習機構協議後，得就未盡事宜或特殊情況，依學校及本系相關法規或規範辦理，或另訂應注意事項，並不定期協調檢討各項實習措施，以期本系企業實習方案更臻完善。無相關規範者，經本系「校外實習輔導委員會」審議後決議處理。During the internship period, upon agreement between the department and the internship organization, matters not fully covered or special circumstances may be handled in accordance with relevant university and departmental regulations or guidelines, or additional matters requiring attention may be stipulated. Internship measures shall also be coordinated and reviewed from time to time to further improve the department's corporate internship program. In cases where no relevant regulations exist, matters shall be reviewed and resolved by the department's Off-Campus Internship Advisory Committee.

第十五條 核定實施

Article 15 Approval and Implementation

本實施細則經院務、教務會議通過，校長核定後實施，修正時亦同。Upon being passed by the School Affairs and Academic Affairs Meetings, and approved by the President, these Enforcement Rules

were implemented. Any revision must follow the same procedure.

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