116學年度海外聯合招生

		提供名額	聯合分發(聯招)：
			個人申請：
		網址	https://school.overseas.ncnu.edu.tw/school/login.html
			1.招生目標：.本系為培育未來優秀的廣告行銷傳播人才，課程架構以廣告為核心，向外延伸五大領域，分別是由行銷、公關、品牌、創意及消費者洞悉的角度來設計相關課程。本系強調「理論與實務」並重的教學模式，並透過「做中學」的概念，將理論落實於實務操作。此外，本系定期舉辦專題講座、雙師教學、研討會及積極帶領學生參與校內外及國際性競賽等活動，提供學生多元學習的環境與機會。 2.本系在台北校區上課，中文授課。
系所名稱： 廣告暨策略行銷學系	大學部	系所分則	1.To cultivate superior talents for advertising and strategic marketing, the core of our curriculum is advertising, with five extensions to choose among: marketing, public relations, brand, creativity and consumer insight. We emphasize both theoretical and practical education through the concept of learning while doing. Moreover, we hold lectures on special topics, incorporate industry professionals through dual teaching and seminars, as well as leading students to join different kinds of competitions. We offer students diverse study opportunities and environment. 2.Our department is located at Taipei Campus, Chinese-taught Program..
			必審項目(必繳資料)： 1.高中在校歷年成績單(含全校名次及百分比對照表)正本。 Original copy of the senior high school annual transcript (including school ranking and percentage) 2.中文自傳（含學生自述/個人學經歷/申請動機/未來期望/照片）。 Biography in Chinese (including student self-introduction/education background/application motive/future plans/photos) 3.讀書計劃書(含申請動機) Study Plan in Chinese(including application motive)
		審查項目	
		(應繳資料)	
		(資料上傳、	
		上網審查)	
			選繳資料： 1.其他有利審查之資料 Other documents that may benefit the review procedure

海外臺灣學校學生或以中文為官方語言之國家或地區申請者，得免附中文或華語文能力證明，或另以中文自傳或中文修課成績或證明替代。
Students from overseas Taiwanese schools or applicants from countries or regions where Chinese is the official language may be waived from providing Chinese or Mandarin language proficiency certificates. Instead, they can provide a Chinese autobiography or Chinese course grades or certificates for approval.