

Student Recruitment

We aim to cultivate talents. Students interested in advertising, public relations, marketing, cultural creativity and Internet media are welcome to apply.

Timeline	
1980	Mass Communication Department was established
1990	First institution in Taiwan to run integrated communication courses
1999	The first Department of Communication to have unified admission for the 1st and 2nd years, with integrated communication courses
2000	The first School of Communication to engage in exchange with universities in China
2003	The first School of Communication to offer digital media courses through platforms such as Internet News, Internet Radio, Internet TV, Ming Bao News, MCU Radio Station, MCU TV, Telecommunications & Information Center, Integrated Marketing Communication Center, Cross-Strait Communication Research Center and MCU Academia-Industry Innovation Center
2006	Mass Communication Program in Overseas Youth Vocational Training School established
2014	Each Department in the School of Communication began recruiting students individually: Journalism, Radio and TV, Advertising and New Media and Communication Administration
2015	Department of Advertising renamed as Department of Advertising and Strategic Marketing

銘傳大學 116 學年度廣告暨策略行銷學系繁星推薦校系分則資料

Ming Chuan University 2027-28 AY

Department of Advertising and Strategic Marketing

High School Star Program Information

Ming Chuan University		General Scholastic Ability Test (GSAT) and English		Order of Items for Entrant Allotment
Department of Advertising and Strategic Marketing (Taipei Campus)		Listening Proficiency		
Uni-Dept Code	04612	Subject	Standard	1.Academic Score Ranking in Entire Graduating Class of their High School 2. Total GSAT score for Chinese, English and Social Science combined 3. GSAT Chinese Score 4. GSAT English Score 5. Academic Score Ranking in History among entire Graduating Class of their High School 6. GSAT mathematics Score 7. Academic Score Ranking in Civics and Social Science among entire Graduating Class of their High School
Discipline Type	Type 1	Chinese	--	
Recruitment Quota	8	English	Post-standard	
Max No. to Indicate Preference	38	Mathematics	--	
Additional Quota	2	Social Science	--	
Max No. to Indicate Preference	35	Natural Science	--	
		English Listening	--	
Notes	1.Students who enroll through this program (High School Star) may apply for Department transfer in accordance with the relevant regulations. 2.Department of Advertising and Strategic Marketing is the only Department in Taiwan that cultivates talents with cross-disciplinary strategic thinking in Advertising and Strategic Marketing. Students interested in advertising, PR, marketing, creative design, digital media and communication research are welcome to apply for admission. 3.Classes offered on Taipei Campus, please refer to our website at http://web.adv.mcu.edu.tw ; our contact number is 02-28824564-2515			

銘傳大學 116 學年度廣告暨策略行銷學系個人申請校系分則資料

銘傳大學 廣告暨策略行銷學系 (臺北校區)		學測、英聽檢定		分發比序項目
校系代碼	04612	科目	標準	1、在校學業成績全校排名百分比 2、學測國文、英文之級分總和 3、學測國文級分 4、學測英文級分 5、歷史學業成績總平均全校排名百分比 6、學測數學B級分 7、公民與社會學業成績總平均全校排名百分比
學群類別	第一類學群	國文	--	
招生名額	8	英文	底標	
可填志願數	38	數學A	--	
外加名額	2	數學B	--	
可填志願數	35	社會	--	
		自然	--	
		英聽	--	
備註		1.經本（繁星推薦）方式錄取者，得依規定申請轉系。 2.本系為全台唯一培養具備跨領域策略性思考能力的廣告行銷人才，歡迎有志從事廣告、公關、行銷、創意設計、數位媒體等工作及傳播研究的同學參加甄選。 3.本系在台北校區上課，學系網址： http://web.adv.mcu.edu.tw ，聯絡電話02-28824564-2515。		

Individual Application Information

Department of Advertising and Strategic Marketing (Taipei Campus)		General Scholastic Ability Test (GSAT) and English Listening Proficiency Screening Methods			Documentation/Interview Scoring Method and Weighting					Order in which Documentation/Interview Scores will be considered in case of tie in Overall Score
		Stage 1			Stage 2					
		Subject	Minimum	Screening Rate	GSAT score formula	Weighting in Overall Score	Designated Items	Minimum	Weighting of Documentation / Interview Items	
Dept Code	046132	Chinese	--	--	*2.00	20%	Documentation Review	--	35%	1.Oral Test 2.Documentation Review
Recruitment Quota	27	English	Post-standard	--			Oral Test	70分	45%	
Gender Mix	N/A	Mathematics B	--		*1.50					
Est Documentation/Interviewees	81	Chinese, Mathematics B	--	3	--					
Additional Indigenous Peoples' Students	3		--	--	--					Additional Outlying Island Students Limit
Additional Outlying Island Students	None		--	--	--					None
Designated Item Fee for Documentation/Interviews	900		--	--	--					
Send (or announce) Designated Items Notification	March 30, 2027	Designated Items	Documentation Review	Items: Course record (A), Course Learning Outcome (B,C,E), Versatile performances (F,G,J,M,N), learning history by student (O,P,Q), others (R, other supporting documentation that might be useful for review) Explanation: 1.Course Learning Outcome (small thesis, learning report, works, activity achievement, special report or reading reports, etc.) 2.Versatile performances: 1. club participation 2. proof of competition results 3. extraordinary performances (special talent certificates or other certificates academically or from other fields that might be useful for review) 3.Learning History Reflection Report (including reflection report, study motivation, learning plan and future career plan)						
Deadline for submission	May 05, 2027									

Examination Date for designated items	May 15 to 17, 2027		
Announcem ent	May 27, 2027	Examination	1. Oral test for interview. 2. Please refer to the oral test & Documentation Review of items and standards on Department website (http://web.adv.mcu.edu.tw/)
Deadline for review the total score	May 29, 2027		
Same scores screening methods when quota is exceeded	1. Total score for GSAT Chinese, English and Mathematics B		
Notes	1. Classes offered on Taipei Campus. 2. Department of Advertising and Strategic Marketing is the only department in Taiwan that cultivates talents with cross-disciplinary strategic thinking in Advertising and Strategic Marketing. Students interested in advertising, PR, marketing, creative design, digital media and communication research are welcome to apply for admission. 3. Contact Telephone No.: (02)28824564 Ext. 2515, Fax No.: (02)28809740		

銘傳大學 廣告策略行銷學系（臺北校區）		學測、英聽篩選方式			甄選總成績採計方式及佔總成績比例					甄選總成績同分參酌之順序	
		第一階段			第二階段						
		科目	檢定	篩選倍率	學測成績採計方式	佔甄選總成績比例	指定項目	檢定	佔甄選總成績比例		
校系代碼	046132	國文	--	--	*2.00	20%	審查資料 面試	--	35%	一、面試 二、審查資料	
招生名額	27	英文	底標	--	*1.50			70分	45%		
性別要求	無	數學B	--	--	--						
預計甄試人數	81	國數B	--	3	--						
原住民外加名額	3	離島外加名額縣市別限制									
總島外加名額	無										
願繳計畫外加名額	無	(無)									
指定項目甄試費	900	指定項目內容	審查資料	項目：修課紀錄(A)、課程學習成果(B、C、E)、多元表現(F、G、J、M、N)、學習歷程自述(O、P、Q)、其他(R,有利學系審查之文件) ※項目內容請參照本簡章「貳、分別」乙、審查資料項目內容對照表(第21頁)。							
寄發(或公告)指定項目甄試通知	116.3.30			說明：一、課程學習成果(如小論文、學習報告、實作作品、活動成果、專題報告或閱讀報告等)二、多元表現：1.社團活動(如校內外活動經驗等)2.競賽表現(如學科能力競賽等)3.特殊優良表現(參與校內外學業、非學業之各項活動表現等其他有利審查項目)三、學習歷程自述(反思、就讀動機、未來學習計畫與生涯規劃)。							
繳交資料截止	116.5.5			1.面試以口試方式進行。							
指定項目甄試日期	116.5.15至116.5.17			2.有關面試及書審之評核項目及評定標準，請至本系網頁(https://adv.mcu.edu.tw/)查詢。							
榜示	116.5.27										
總成績複查截止	116.5.29										
同級分(分數)超額篩選方式		一、學測國文、英文、數學B之級分總和									
備註		1.本系在台北校區上課。 2.本系為全台唯一培養具備跨領域策略性思考能力的廣告行銷人才，歡迎有志從事廣告、公關、行銷、創意設計、數位媒體等工作及傳播研究的同學參加甄選。 3.本系聯絡電話：(02)28824564～2515、傳真：(02)28809740及學系網址： https://adv.mcu.edu.tw 。									

Ming Chuan University - Department of Advertising and Strategic Marketing

2027-28 AY University Entrance Examination Enrollment Information

Item	General Scholastic Ability Test (GSAT) and English Listening Proficiency Standards	Designated Subjects for Entrance Test and Score Weighting Formula		Individual Score Used to Break Ties in Total Score	Briefing on Department Selection
Department Required Test	-- -	Chinese (GSAT)	X1.00	1	Interpersonal interaction is required when taking the courses of this department and students will learn about advertising, public relations, creative design and organizing media activities. Visual, hearing, oral expression, and interpersonal communication skills are essential. Classes are offered on Taipei Campus. Department of Advertising and Strategic Marketing is the only department in Taiwan that cultivates talents with cross-disciplinary strategic thinking in Advertising and Strategic Marketing. Students interested in advertising, PR, marketing, creative design, digital media and communication research are welcome to apply for admission. http://web.adv.mcu.edu.tw
		History (Department Required Test)	X 2.00	2	
		Civics and Social Science (Department Required Test)	X 2.00	3	

銘傳大學 116 學年度廣銷學系大學分發入學招生資訊資料

項目	學科能力測驗及英語聽力測驗檢定標準	採計科目及加權	同分參酌順序	選系說明
分科測驗	-----	國文 x1.00(學測)	1	本系學習課程具有與人互動的特性，且需學習 公關、行銷、品牌、創意設計及消費者洞悉。 須備視覺、聽覺判定能力、口語表達及人際互動溝通協調能力、具相當之抗壓能力。在台北 校區上課。為全台唯一培養跨領域策略性思考 能力的廣告行銷人才之科系，歡迎有志廣告、 公關、行銷、品牌及傳播研究的同學就讀。 http://web.adv.mcu.edu.tw/
		歷史 x2.00(分科)	2	
		公民與社會 x2.00(分科)	3	