

銘傳大學傳播學院

「品牌行銷學分學程」課程架構表

Ming Chuan University School of Communication
Brand Marketing Focused Course Program Curriculum

執行單位：廣銷學系(110.4.13 修訂)

廣銷學系(114.11.18 修訂)

Executing unit: Department of Advertising and Strategic Marketing

(Revised on April 13, 2021)

(Revised on November 18, 2025)

課程 類型 Course Type	課程名稱	Course Name	科目 代號 Course Code	學分數 Credits	備註 Remarks
必修(Required)	行銷學	Marketing	26203	3	廣銷系 Department of Advertising and Strategic Marketing
必修(Required)	策略品牌管理	Strategic Brand Management	26304	3	廣銷系 Department of Advertising and Strategic Marketing
必修(Required)	廣告學	Advertising	26101	3	廣銷系、新傳系、 新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修(Elective)	傳播原理	Principles of Communication	33138	3	廣銷系、新傳系、 新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修(Elective)	視覺傳播	Visual Communication	32101	2	廣銷系、新傳系、 新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration, Journalism Department, Radio and TV Department
選修(Elective)	公共關係	Public Relations	34112	2	廣銷系、新傳系、 新聞系、廣電系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration,

					Journalism Department, Radio and TV Department
選修(Elective)	整合行銷傳播	Integrated Marketing Communications	26303	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	企業概論	Introduction to Business	M1101	3	企業管理學系 Business Administration Department
選修(Elective)	國際行銷管理	International Marketing Management	11634	3	企業管理學系 Business Administration Department
選修(Elective)	組織行為	Organizational Behavior	11310	3	企業管理學系 Business Administration Department
選修(Elective)	行銷研究	Marketing Research	11331	3	企業管理學系 Business Administration Department
選修(Elective)	策略行銷	Strategic Marketing	11330	3	企業管理學系 Business Administration Department
選修(Elective)	銷售管理	Sales Management	11547	3	企業管理學系 Business Administration Department
選修(Elective)	數位創意	Digital Creativity	11543	3	企業管理學系 Business Administration Department
選修(Elective)	競爭策略	Competitive Strategy	57437	3	國際企業學系 International Business Department
選修(Elective)	電子商務	Electronic Commerce	29309	2	新傳系 Department of New Media and Communication Administration
選修(Elective)	顧客關係管理	Customer Relationship Management	26427、 31254	3	廣銷系、新傳系 Department of Advertising and Strategic Marketing, Department of New Media and Communication Administration
選修(Elective)	消費者洞悉	Consumer Insight	26205	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	公關個案研究	Case Studies in Public Relations	26336	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	新媒體行銷	New Media for Marketing	26337	3	廣銷系、新傳系 Department of Advertising and Strategic Marketing, Department of New Media and Communication

					Administration
選修(Elective)	廣告策略與企劃	Advertising Strategy and Planning	26425	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	公關策略	Public Relations Strategy	26238	3	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	廣告創意	Advertising Creativity	34223	2	廣銷系 Department of Advertising and Strategic Marketing
選修(Elective)	文化創意行銷	Marketing in Creative and Cultural Industries	26334	3	廣銷系 Department of Advertising and Strategic Marketing

備註：

修習本學程學生必須修畢 9 學分必修課程及 6 學分選修課程，共 15 學分。其中至少應有 6 學分不屬於原學系及輔系之選修科目。

Students must complete 15 credit hours, among which, 9 are required courses and 6 are elective credits; at least 6 credits shall come from the outside of the departments of the student's major and minor.

本校之大學部學生，自行上網填寫電子化表單提出申請，經核可後始成為本學程的正式學員。未通過審核之學生亦可修習本學程課程，惟無法取得學分學程證明書。各課程之修習，以具有學程資格之學生優先。

All undergraduate students of Ming Chuan University can apply for this program through electronic forms and be admitted upon approval. Students who have not yet been approved can take courses of the program, but cannot receive Focused Course Program certificates. Approved students have priority for enrolling in program courses

本必選修科目表之選修課程，可追溯至 109 學年度（含）以前申請學生適用。

The elective courses listed for the curriculum can be applied to students who applied to the program prior to the 2020-21 academic year.