

廣銷學系輔系修讀科目及學分數

Advertising and Strategic Marketing Department Courses for Minor

廣銷學系(115.3.30 修訂)

Department of Advertising and Strategic Marketing (Revised on March 30, 2026)

學系 Department	課程名稱	Course Name	科目代號 Course Code	學分數 Credits	備註 Remarks
廣銷學系 Advertising and Strategic Marketing Department	廣告學	Advertising	26101	3	一、選修本系為輔系者，應修讀左列科目至少 20 學分。 1.Students taking courses of this department as a minor must complete at least 20 credits of the courses listed on the left. 二、輔系科目中若已為其原學系之必修或選修者，不必再修，但不抵免，得由系主任指定本系相關課程代替。 2.If any listed minor course is already a required or elective course of the student's major department, there is no need to retake the course but the credits will not be waived. Rather, the department chair may designate another relevant course for the minor. 三、如有以上未提及事項，皆依「銘傳大學學生修讀輔系辦法」辦理，並配合本系選課輔導。 3. Any matters not mentioned above shall be handled in accordance with the "Ming Chuan University Procedures for Students Taking Minors" and in conjunction with departmental guidance in course selection.
	公共關係	Public Relations	34112	2	
	傳播原理	Principles of Communication	33138	3	
	全媒體敘事	Omnimedia Storytelling	26202	2	
	行銷學	Marketing	26203	3	
	媒體企劃與購買	Media Planning and Purchasing	26302	3	
	策略品牌管理	Strategic Brand Management	26304	3	
	整合行銷傳播	Integrated Marketing Communications	26303	3	
	文化創意行銷	Marketing in Creative and Cultural Industries	26334	3	