臺北城市科技大學四年制日間部**行銷與流通管理系**課程規劃表(115學年度入學適用)

TPCU four-year Undergraduate Program Day School Department of Marketing and Logistics Management urriculum Planning(applicable to 115 semester year adimssion)

115年02月05日-114學年度第2學期第1次系課程發展委員會訂定
115年02月09日-114學年度第2學期第1次院課程發展委員會審議
115年04月14日-114學年度第2學期校課程發展委員會審議
2024-03-05 114 academic year 2nd semester 1st committee of department curriculum development revised
2024-03-09 114 academic year 2nd semester 1st committee of college curriculum development reviewed
2024-04-14 114 academic year 2nd semester committee of school curriculum development reviewed

類別 category	科目名稱 subject name	第一學年 1st semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour	科目名稱 subject name	第二學年 2nd semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour	科目名稱 subject name	第三學年 3rd semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour	科目名稱 subject name	第四學年 4th semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour
基礎通識 basic general education	中文閱讀與寫作 Chinese Reading and Writing	2	2			體育(二)-高爾夫 Physical Education (II): Golf	2	2												
	共同外語(一) Common Foreign Language (I)	2	2			共同外語(三) Common Foreign Language (III)	2	2												
	體育(一) Physical Education (I)			2	2	體育(三) Physical Education (III)			2	2										
	共同外語(二) Common Foreign Language (II)			2	2															
	小計 subtotal	4	4	4	4		4	4	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
	類別學分小計 category credits subtotal	14																		
	1.共同外語課程需修滿6學分，學生於修課前即可選擇「英語」或「日語」為外語課程。 1. Common foreign language courses require 6 credits. Students can choose "English" or "Japanese" as the foreign language course before taking the course. 2.選定語言後，不可異動。 2. Once the language is selected, it cannot be changed.																			
職用通識 career application general education	社會責任實踐(一)(二) Social Responsibility Practices (I)(II)	0	1	0	1	職場禮儀與口語表達 Workplace Etiquette and Oral Communication			2	2										
	職場應用文 Workplace Applied Chinese			2	2															
	法律與生活 Law and Life	2	2																	
	小計 subtotal	2	3	2	3	小計 subtotal	0	0	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
	類別學分小計 category credits subtotal	6																		
多元通識 multiple general education	1.「多元通識」由通識教育中心訂定領域課程，種選後列出應選修之入文藝術領域、自然科技領域及社會科學領域三類之應開課程後，每一領域至多選修4學分，共計8學分之課程。 1.The General Education Center would offer "Multiple General Education" courses selection for students to choose from. After the advance selection, the General Education center would list courses in the following three categories (domains): Arts and Humanities, Natural Technologies and Social Science. Students are to choose at most 4 credits from each category (domain), with the total of 8 credits. 2. 通識教育中心所公布系院、系、學程所提供之輔助課程，亦可承認為通識選修課程，惟學生選修所屬單之院、系及學程提供之課程，則不予承認。 2.Supplementary courses provided by various colleges, departments, and programs announced by the General Education Center can also be recognized as general elective courses. However, students taking elective courses provided by the colleges, departments, and programs to which they are affiliated will not be recognized. 3.「名人講座」為跨領域選修課程，可承認為「多元通識課程」中任一領域課程，以一次為限。 3. "Celebrity Lecture" is a cross-category elective course and can be recognized as a course in any field of "Multiple General Education Courses", only once.																			
	類別學分小計 category credits subtotal	8																		
院訂必修 compulsory courses required by the college	商務表達 Business of Expression	2	2			ESG與永續發展 ESG and Sustainable Development	2	2												
	管理學 Management			2	2	企業經營講座 Lectures in Business and Management			2	2										
	小計 subtotal	2	2	2	2	小計 subtotal	2	2	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
	類別學分小計 category credits subtotal	8																		
院訂選修 compulsory courses electives by the college	職場日語(N3) Workplace Japanese(N3)	2	2			中階職場英語 Medium Workplace English	2	2			生活互動英文 Live Interactive English	2	2							
	職場日語(N4) Workplace Japanese(N4)	2	2			高階職場英語 Advanced workplace English			2	2	商業服務英文會話 Commercial Service English Conversation			2	2					
	職場實用英語會話 Practical Job English Conversation	2	2																	
	進階職場日語(N3) Advanced Workplace Japanese(N3)			2	2															
	進階職場日語(N4) Advanced Workplace Japanese(N4)			2	2															
	高階職場實用英語會話 Advanced Practical Job English Conversation			2	2															
	客服情境英文會話 Customer Service Situational English Conversation			2	2															
	小計 subtotal	6	6	8	8	小計 subtotal	2	2	2	2	小計 subtotal	2	2	2	2	小計 subtotal	0	0	0	0
	類別學分小計 category credits subtotal	22																		
專業必修 required for majors	行銷管理(一) Marketing Management (I)	2	2			網路行銷 Network Marketing	2	3			電子商務 Electronic Commerce	2	2			就業接軌(一) The Practice of Employment Acceptability (I)	9	*		
	流通管理 Distribution Business Management (DBM)	2	2			物流管理 Logistics Management	3	3			實務專題(一) Practical Project(I)	2	4							
	AI行銷應用 AI in Marketing Application	2	2			品牌經營與行銷 Branding and Marketing Management	2	2			問卷設計與分析 Questionnaire Design and Data Analysis	2	2							
	商業攝影技巧 Commercial Photography Skills	2	2			簡報設計與製作 Presentation Design and Production	2	2			實務專題(二) Practical Project(II)			2	4					
	套裝軟體應用(一) Application of Software Packages (I)	2	3			行銷資料分析(一) Marketing Data and Analysis(I)	2	2			社群經營與行銷 Social media Marketing			2	2					
	行銷管理(二) Marketing Management (II)			2	2	廣告管理與實務 Advertising Management and Practices			3	3	行銷企劃 Marketing Planning			3	3					
	消費者行為 Consumer Behavior			2	2	創意文宣設計 Creative Propaganda Design			2	2										
	門市經營企劃 Retail Corporate Planning			2	2	全球運籌管理 Global Operations and Logistics			2	2										
	套裝軟體應用(二) Application of Software Packages (II)			2	3	行銷資料分析(二) Marketing Data and Analysis(II)			2	2										
	商業影片拍攝與創作 Commercial Film Shooting and Creation			2	2															
	小計 subtotal	10	11	10	11	小計 subtotal	11	12	9	9	小計 subtotal	6	8	7	9	小計 subtotal	9	0	0	0
	類別學分小計 category credits subtotal	62																		
專業選修 Profesional electives	活動企劃 Event Planning			2	2	顧客關係管理 Customer Relationship Management	2	2			商業談判 Business Negotiation	2	2			商品展示與解說 Exercises of Product Demonstration and Explaination			2	2
	社交禮儀與溝通技巧 Social Etiquette and Communication Skills			2	2	行銷外語應用(一) Applied Foreign Languages for Marketing (I)	3	3			公關與媒體 Public Relations and Media Strategy	2	2			國際行銷管理 International Marketing			2	2
						國際物流外語實務(一) Practical Foreign Languages for International Logistics (I)	2	2			服務業行銷 Service Industry Marketing	2	2			行銷個案研討 Marketing Case Studies			2	2
						門市經營外語(一) Foreign Languages for Store Operations (I)	2	2			創業與經營 Entrepreneurship and Business Management	2	2			市場與行銷策略 Marketing Tactics			2	2
						連鎖業經營管理 Franchise Business Management	2	2			跨境電商物流 Cross-border e-commerce Logistics	2	2			連鎖加盟事業管理 Franchise Business Management			2	2
						社交外語(一) Social Foreign Languages (I)	3	3			AI圖像生成實務 AI Image Generation in Practice	2	2			供應鏈管理 Supply Chain Management			2	2
									2	2	網路廣告實務操作 Online Advertising Best Practices	2	2			微型創業 New Venture Management of Micro-Firms			2	2
									2	2	商圈經營與商店規劃 Business District Management and Store Planning	2	2			就業接軌(二) The Practice of Employment Acceptability (II)			9	*
									2	2	人力資源管理 Human Resource Management	2	2							
									2	2	校外實習(一) Off-campus Internship (I)	9	*							
									2	2	市場調查 Market Research			2	2					
									3	3	多媒體設計 Multimedia Design			3	3					
									2	2	行銷模擬經營 Marketing Simulation System			2	2					
									2	2	國際運輸實務 International Transportation Practice			2	2					
									3	3	實場規劃與設計 Shopping Mall of Planning and Design			2	2					
									3	*	AI影音生成實務 AI Media Generation in Practice			2	2					
									3	*	手機APP行銷應用 Mobile APP Marketing			2	2					
											行銷採購與成本管控 Marketing Purchase and Cost Management			2	2					
											財務報表分析與風險管理 Financial Statement Analysis and Risk Management			2	2					
											校外實習(二) Off-campus Internship (II)			9	*					
											校外實習(暑期) Summer Off-campus Internship			3	*					
	小計 subtotal	0	0	4	4	小計 subtotal	14	14	26	20	小計 subtotal	27	18	31	19	小計 subtotal	0	0	23	14
	類別學分小計 category credits subtotal	125																		

備註 remark	
	基礎通識basic general education：14
	職用通識career application general education：6
	多元通識multiple general education：8
	院訂必修compulsory courses required by the college：8
	專業必修required for majors：62
	專業選修(含院訂選修)Professional electives (including electives prescribed by the college)：30
	畢業最低學分數minimum credits for graduation：128

*本系未開設之課程可至外系選修，並於選課前提出申請，經核准後始得列入畢業專業選修學分，以各系制定專業選修學分為標準，至多可承認二分之一為上限。
=Courses not offered by this department can be taken as electives at external departments, and applications must be submitted before course selection. Only after approval can they be included in the elective credits for graduation majors. The elective credits for majors set by each department shall be used as the standard. At most one-half may be admitted as the upper limit.
*本校日間部四年制學生，除依本校學則規定修滿應修之學分外，並應符合相關外語能力、專業實務技能規定之條件後得畢業。
=Four-year day school students of our school, in addition to completing the required credits in accordance with the school's academic regulations, must also meet the requirements of relevant foreign language proficiency and professional practical skills in order to graduate.