

## 行銷與流通管理系 碩士班 113學年度入學課程結構規劃表

2024 Curricula for the Master's Program Program in Department of Marketing and Distribution Management

| 課程類別<br>Course Category                    |                           |  | 一年級1 <sup>st</sup> Academic Year                       |                |             |  |                |             | 二年級2 <sup>nd</sup> Academic Year                               |                |             |   |                |             |
|--|---------------------------|--|--|----------------|-------------|--|----------------|-------------|--|----------------|-------------|---|----------------|-------------|
|  |                           |  | 第一學期<br>Semester 1                                     |                |             | 第二學期<br>Semester 2                                     |                |             | 第一學期<br>Semester 1   |                |             | 第二學期<br>Semester 2  |                |             |
|  |                           |  | 課程名稱<br>Course Name                                    | 學分數<br>Credits | 時數<br>Hours | 課程名稱<br>Course Name                                    | 學分數<br>Credits | 時數<br>Hours | 課程名稱<br>Course Name  | 學分數<br>Credits | 時數<br>Hours | 課程名稱<br>Course Name                                       | 學分數<br>Credits | 時數<br>Hours |
| 系專業課程<br>Departmental Professional Courses | 必修<br>Required            | 應修4門/<br>應修15學分<br>min. required<br>4 courses/15 credits | 行銷管理專題<br>Topics on Marketing Management               | 3              | 3           | 消費者行為專題<br>Topics of Consumer Behavior                 | 3              | 3           | 論文 Thesis  | 6              | 6           | 論文 Thesis   | 6              | 6           |
|  |                           |  | 【方法論】研究方法<br>Research Methodology                      | 3              | 3           | 論文<br>Thesis   | 6              | 6           |  |                |             |   |                |             |
|  | 必選修<br>Mandatory elective | 應修1門/<br>應修3學分<br>min. required<br>1 courses/3 credits   |  |                |             | 多變量分析<br>Multivariate Analysis                         | 3              | 3           |  |                |             |   |                |             |
|  |                           |  |  |                |             | 定性研究方法<br>Qualitative Research Methodology             | 3              | 3           |  |                |             |   |                |             |
|  | 選修<br>Elective            | 應修24學分<br>min. required<br>24 credits                    | 人力資源管理專題<br>Topics on human resources management       | 3              | 3           | 流通企業個案研究專題<br>Topics of Retail Case Study              | 3              | 3           | 組織創新與管理<br>Organizational Innovation Management                | 3              | 3           | 智慧商務專題<br>Seminar in intelligent commerce                 | 3              | 3           |
|  |                           |  | 行銷管理個案研究專題<br>Topics of Marketing Case Study           | 3              | 3           | 流通管理專題<br>Topics in Distribution Management            | 3              | 3           | 通路策略與管理專題<br>Topics on Channel Strategy and Management         | 3              | 3           | 暑期實習<br>Summer Intern                                     | 3              | 3           |
|  |                           |  | 亞洲流通專題<br>Special Topics on Asia Retails               | 3              | 3           | 商品管理專題<br>Topics on Merchandise Management             | 3              | 3           | 連鎖加盟服務作業管理<br>Franchise Service Operation Management           | 3              | 3           | 策略行銷<br>Strategic Marketing                               | 3              | 3           |
|  |                           |  | 供應鏈管理專題<br>Special Topics in Supply Chain Management   | 3              | 3           | 國際企業管理專題<br>Topics in Global Business Management       | 3              | 3           | 連鎖加盟創新創業專題<br>Franchise innovation and entrepreneurship topics | 3              | 3           | 業態趨勢專題<br>Topics on Trend of Retail Formats               | 3              | 3           |
|  |                           |  | 定價策略與管理專題<br>Topics on Pricing Strategy and Management | 3              | 3           | 國際行銷專題<br>Topics on International Marketing            | 3              | 3           | 連鎖加盟資訊管理專題<br>Franchise Information Management                 | 3              | 3           | 資料探勘<br>Data Mining                                       | 3              | 3           |
|  |                           |  | 服務行銷專題<br>Topics on Service Marketing                  | 3              | 3           | 國際通路管理專題<br>Topics on International Channel Management | 3              | 3           | 連鎖企業管理專題<br>Topics on Chain Store Management                   | 3              | 3           | 零售管理專題<br>Topics on Retailing Management                  | 3              | 3           |
|  |                           |  | 服務數據決策分析專題<br>Service Data Decision Analytics Research | 3              | 3           | 國際零售專題<br>Topics on International retailing            | 3              | 3           | 連鎖企業學期實習1<br>Chain Enterprises Semester Internship 1           | 3              | 3           | 整合行銷溝通專題<br>Topics on Integrated Marketing Communications | 3              | 3           |
|  |                           |  | 知識管理專題<br>Topics on Knowledge Management               | 3              | 3           | 現代經營管理專題<br>Topics on Modern Operational Management    | 3              | 3           | 連鎖企業學期實習2<br>Chain Enterprises Semester Internship 2           | 6              | 6           | 競爭策略專題<br>Topics on Competitive Strategy                  | 3              | 3           |
|  |                           |  | 品牌管理<br>Topics on Brand Management                     | 3              | 3           | 產業行銷專題<br>Topics on Business Marketing                 | 3              | 3           | 創新管理專題<br>Topics on Innovation Management                      | 3              | 3           | 顧客關係管理專題<br>Topics on Customer Relationship Management    | 3              | 3           |
|  |                           |  |  |                |             |  |                |             |  |                |             |   |                |             |
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**備註：**

- 一、畢業總學分數為42學分。
- 二、必修15學分，選修27學分。
- 三、學生修讀所屬學院之「學院共同課程」應認列為本系專業課程學分；修讀所屬學院之「學院跨領域課程」或其他學院開課之課程，則認列為外系課程學分。
- 四、系所訂定條件（學程、檢定、證照、承認外系學分、擋修規定、各教學分組之畢業應修學分數及其他）：
  1. 凡未修過下列課程者均需補修大學部課程：管理學、應用統計學或統計學(0學分)。
  2. 國際行銷學程課程皆採用英文授課。
  3. 專業課程選修27學分(已含必修3學分)，論文擇一學期修讀。
  4. 如經他系或外校同意，可選修他系或外校碩士班課程，惟至多承認7學分。
  5. 每學期修課以5門為上限(共15學分，含必修、選修)。
  6. 畢業前必須修讀所屬學院各系所2門(每門至少2學分)英語授課課程。

**Notes:**

1. Minimum credit required to graduate 42 credits.
2. Required courses 15 credits; elective courses 27 credits.
3. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated department's professional courses. However, credits earned from interdisciplinary courses offered either by their college or by other colleges will be accepted as credits earned from departments outside their own.
4. Departmental requirements (programs, certifications, licenses, recognition of external department credits, prerequisite requirements, credits needed for each teaching division, and other requirements):
  - (1) Those who have not taken the following courses must complete undergraduate courses: Management, Applied Statistics or Statistics (0 credits).
  - (2) The International Marketing program courses are taught in English.
  - (3) 27 credits of professional courses are required (including 3 credits of mandatory electives), with the thesis to be taken in one semester.
  - (4) With approval from other departments or external institutions, students may enroll in courses from other departments or external institutions, but no more than 7 credits can be recognized.
  - (5) The maximum number of courses per semester is 5 (a total of 15 credits, including required and elective courses).
  - (6) A graduation requirement is to complete two English-taught courses (minimum 2 credits each) from departments within your college.