

行銷與流通管理系 四技 114 學年度入學課程結構規劃表 2026/02/26

2025 Curricula for the Day School (4-year College Program) in Department of Marketing and Distribution Management

課程類別 Course Category			一年級 1 st Academic Year			二年級 2 nd Academic Year			三年級 3 rd Academic Year			四年級 4 th Academic Year								
			第一學期 Semester 1			第二學期 Semester 2			第一學期 Semester 1			第二學期 Semester 2			第一學期 Semester 1			第二學期 Semester 2		
			課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours	課程名稱 Course Name	學分數 Credits	時數 Hours
校共同必修課程 University-wide Common Core Requirements			應修學分數 12 學分 (12 credits)	中文閱讀與表達(一) Chinese Reading and Expression (I)	2	2	中文閱讀與表達(二) Chinese Reading and Expression (II)	2	2											
				實用英文(一) Practical English (1)	2	2	實用英文(二) Practical English (2)	2	2	實用英文(三) Practical English (3)	2	2	實用英文(四) Practical English (4)	2	2					
				體育(一) Physical Education (1)	0	2	體育(二) Physical Education (2)	0	2	體育(三) Physical Education (3)	0	2	體育(四) Physical Education (4)	0	2					
通識課程 General Education Courses	校訂通識 University General Education Domains	基礎探索入門 Introduction to Basic Exploration	應修學分數至少 2 學分 (min. required: 2 credits)	校訂通識/2/2 University General Education /2/2 校訂(一)藝術美感探索 Exploration in Arts and Beauty、校訂(二)運算與程式設計 Computing and Programming、校訂(三)生命與倫理 Life and Ethics、校訂(四)走讀高雄 Field Study of Kaohsiung、校訂(五)海洋科技與永續 Sustainable Marine Science and Technology、校訂(六)創意與創新 Creativity and Innovation																
	博雅通識 Liberal Curriculum Domains	人文與創意美感 Humanities and Creative Aesthetics	應修學分數 14 學分 (至少任選 3 課群) (min. required: 14 credits across at least 3 different course groups)	博雅通識/學分數/時數 Course Name/Credits/Hours																
		科技與數位知能 Technology and Digital Literacy		博雅通識/學分數/時數 Course Name/Credits/Hours																
		社會與身心關懷 Society and Physical and Mental Well-being		博雅通識/學分數/時數 Course Name/Credits/Hours																
		歷史與多元思維 History and Diversity of Thought		博雅通識/學分數/時數 Course Name/Credits/Hours																
	全球與永續議題 Global and Sustainable Issues		博雅通識/學分數/時數 Course Name/Credits/Hours																	

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		通識微學分 General Education Micro-credits	通識微學分(一)/1 General education micro-credits course 1/1、通識微學分(二)/1 General education micro-credits course 2/1、通識微學分(三)/1 General education micro-credits course 3/1、通識微學分(四)/1 General education micro-credits course 4/1、通識微學分(五)/1 General education micro-credits course 5/1、通識微學分(六)/1 General education micro-credits course 6/1、通識微學分(七)/1 General education micro-credits course 7/1、通識微學分(八)/1 General education micro-credits course 8/1、通識微學分(九)/1 General education micro-credits course 9/1、通識微學分(十)/1 General education micro-credits course 10/1																										
學院共同 課程（由學 院開課） College Common Courses	必修 Required	應修課程數 1 門/應修學 分數 2 學分 Number of Courses 1 Needed/ Credits Needed 2	企業倫理與永續發展/2/2 Business Ethics and Sustainable Development /2/2																										
	選修 Elective	應修課程數/ 應修學分數 Number of Courses Needed/ Credits Needed	機器學習/3/3 Machine Learning、智慧商務導論/3/3 Introduction for Productivity of Business Service、 智慧科技/3/3 Business Ethics and Sustainable Development																										
系專業 課程 Departmental Professional Courses	必修 Required	應修課程數 21 門/應修 學分數 60 學分 Number of Courses Needed 21/ Credits Needed 60	行銷管理 (一) Marketing Managemen t	3	3	行銷管理 (二) Marketing Managemen t	3	3	統計學 (一) Statistic s	3	3	統計學 (二) Statisti cs	3	3	通路管理 Marketin g Channel Strategy and Manageme nt	3	3	通路管理 Marketin g Channel Strategy and Manageme nt	3	3	實務專題 (下) Case Study & Practices	2	2	實務專題 (下) Case Study & Practices	2	2			
			經濟學 (一) Economics	3	3	經濟學 (二) Economics	3	3	零售管理 Retail Managemen t	3	3	零售管理 Retail Manageme nt	3	3	消費者行 為 Consumer Behavior	3	3	行銷研究 Marketin g Research	3	3							行銷研究 Marketin g Research	3	3
			流通管理 Distribut ion	3	3	流通管理 Distribut ion	3	3	資料庫管 理 Database Manageme nt	3	3	資料庫管 理 Database Manageme nt	3	3	論文寫作 專題 Topics on	2	2	論文寫作 專題 Topics on	2	2	實務專題 (上) Case Study & Practices	2	2						

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			產業分析方法/3/3 The methodology of industry analysis 顧客關係管理/3/3 Customer Relationship Management 行銷企劃實務/3/3 Practice of Marketing Planning											
	流通營運學程 Distribution Program		專案實習/2/2 The Practice of Project Implementation 暑期實習/2/2 Summer Internship			智慧零售實作/3/3 Intelligent Retailing Implementation 商品企劃開發/3/3 Merchandise and Product Development 零售管理實務/3/3 Practicum of Retail Management 賣場陳列與佈置/3/3 Business Automation			學期實習 1/9/9 Semester Internship 1 學期實習-三明治專案/9/9 Semester Internship - sandwich Program 國際流通管理/3/3 Global Distribution Management 門市服務管理/3/3 Retail Business Service Management 企業實習 1/1/1 Enterprise Internship 1 企業實習 2/1/1 Enterprise Internship 2 服務業作業管理/3/3 Service Operation Management 商店規劃與設計/3/3 Store Layout and Planning 大型店經營實務/3/3 The Managerial Practices of Large Retailers 現代創業實務/3/3			業態專題/3/3 Practices of Business Operation 學期實習 2/9/9 Semester Internship 2 企業實習 3/1/1 Enterprise Internship 3		

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				Contemporary Entrepreneurship Practice											
		其他專業選修課程 Other Elective Courses		心理學 3/3 Psychology			財務報表分析/3/3 Analysis Financial Statement			大數據資料分析與應用/3/3 Big Data Analytics and Applications					
				會計學/3/3 Accounting			創新管理/3/3 Innovation Management			RFID 與物聯網概論/3/3 Introduction to Radio Frequency Identification and					
				策略行銷/3/3 Strategic Marketing			商業自動化/3/3 Business Automation			Internet of Things 智慧商務導論/3/3 Introduction for Productivity of Business Service					
							行銷研究問卷資料分析/3/3 Marketing research questionnaire material analysis			智慧科技/3/3 Smart Technology					
							組織行為/3/3 Organizational Behavior			虛實整合新零售專題/3/3 New online and offline retailing research					
										策略管理/3/3 Strategic Management					
										人力資源管理/3/3 Human Resource Management					
										商業模式與創新/3/3 Business Models and Innovation					
										電子商務與網路購物平台/3/3 Ecommerce and Internet Shopping Platform					
										數位創業/3/3 Digital Entrepreneurship					
										行動商務/3/3 Mobile Commerce					

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			服務創新/3/3 Service Innovation											

備註：

- 一、畢業總學分數為 128 學分。
- 二、必修 62 學分，選修 38 學分。(不含校共同必修課程及通識課程的學分數) (如有教學分組，應於系所訂定條件一欄詳列各組別之畢業應修學分數)
- 三、校共同必修課程及通識課程 28 學分；相關規定依據本校「共同教育課程實施辦法」、「共同教育課程結構規劃表」及「語言教學實施要點」。
- 四、須修滿英(外)語 8 學分，本國籍學生英語畢業門檻為等同 CEFR B1 以上程度之各類英檢成績；各系自訂英語畢業門檻高於校訂者，另依該系規定。在學期間參加 2 次各類英檢考試，未通過者，須提出考試成績證明始得以下列其中一種方式通過：1.通過校內英語畢業門檻檢定考試。2.參加一期外語教育中心開設之短期英文加強課程，並符合課程簡章規定。3.修讀並通過就讀院系開設 2 學分以上全英授課專業課程 1 門。多益成績達 550 分(或等同 CEFR B1 等級)以上者得免修大一英語(4 學分)；多益成績達 785 分(或等同 CEFR B2 等級)以上者得免修大一、大二英語(8 學分)，但須選修主題式英語或其他外語課程補足語言畢業學分數。其他外語課程請參閱外語教育中心課程結構規劃表。
- 五、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。
- 六、學院訂定條件：
- 七、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）
 - A. 承認外系課程 12 學分。
 - B. 行銷管理(一)當學期末通過者，不得選修行銷管理(二)(擋修)。
 - C. 畢業前須修讀 3 門 EMI 課程（每門 EMI 課程開課學分數，至少 2 學分(含)以上）。

Notes:

1. Minimum credits required to graduate:128
2. Required courses: 62 credits; elective courses: 38 credits (excluding credits earned from university-wide common core requirements and general education courses; if there are different teaching divisions, please list the minimum credits required to graduate for each teaching division under the “Departmental requirements” section.)
3. University-wide common core requirements and general education courses total 28 credits. The relevant regulations are based on the school’s “Implementation Regulations of Courses in the College of General Education”, “Course Schedule of College of the General Education,” and “Implementation Regulations of Language Education”.
4. 8 credits in English and/or a second foreign language are required to graduate.

- A. The English proficiency graduation requirement for domestic students is CEFR B1 level or higher with related grade report or transcript. For departments with higher English proficiency requirements, the requirements will be in effect.
- B. Students who fail to meet the graduation requirement after two attempts at English proficiency tests during their academic years may fulfill it by passing any of the following:
 - a) School's English proficiency graduation test,
 - b) Participation in a short-term English improvement course offered by the Foreign Language Education Center and compliance with the course regulations,
 - c) Taking and passing at least one professional course that adopts English as a Medium of Instruction (EMI) offered by the college or the department which is worth two or more credits.
- C. Students with a TOEIC score of 550 or above (equivalent to CEFR B1 level) are exempt from Practical English (1) and (2) (4 credits); those achieving a TOEIC score of 785 or above (equivalent to CEFR B2 level) are exempt from Practical English (1), (2), (3) and (4) (8 credits), but must take elective courses like English for Specific Purposes (ESP) courses or other foreign languages to meet the English and/or second foreign language graduation credit requirements. For courses of other foreign languages, please refer to the course schedule of the Foreign Language Education Center.
- 5. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated departments' professional courses. However, credits earned from interdisciplinary courses offered either by their colleges or by other colleges will be accepted as credits earned from departments outside their own.
- 6. College requirements:
- 7. Departmental requirements (programs, certifications, licenses, recognition of external department credits, prerequisite requirements, credits needed for each teaching division, and other requirements):
 - A. 12 credits from courses outside the department are recognized.
 - B. If Marketing Management I is not passed in a given semester, Marketing Management II cannot be taken (blocked course).
 - C. Before graduation, students must complete 3 EMI courses (each EMI course must be at least 2 credits).