

行銷與流通管理系 四技 112 學年度入學課程結構規劃表 1150226

## 2023 Curricula for the Day School (4-year College 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                 |                |             |                                  |                |             | 三年級 3 <sup>rd</sup> Academic Year |                |             |                     |                |             | 四年級 4 <sup>th</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               |                |             | 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 | 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 |  |
| 校共同必修課程<br>University-wide Common Core Requirements |                                              |                                                       | 應修學分數<br>12 學分<br>(12 credits)                                                                      |                                                                                                                                                                                                                                                                                           |             | 中文閱讀與表達(一)<br>Chinese Reading and Expression (I) | 2              | 2           | 中文閱讀與表達(二)<br>Chinese Reading and Expression (II) | 2              | 2           |                                  |                |             |                                   |                |             |                     |                |             |                                   |                |             |                     |                |             |  |
|                                                     |                                              |                                                       |                                                                                                     |                                                                                                                                                                                                                                                                                           |             | 實用英文(一)<br>Practical English (1)                 | 2              | 2           | 實用英文(二)<br>Practical English (2)                  | 2              | 2           | 實用英文(三)<br>Practical English (3) | 2              | 2           | 實用英文(四)<br>Practical English (4)  | 2              | 2           |                     |                |             |                                   |                |             |                     |                |             |  |
|                                                     |                                              |                                                       |                                                                                                     |                                                                                                                                                                                                                                                                                           |             | 體育(一)<br>Physical Education (1)                  | 0              | 2           | 體育(二)<br>Physical Education (2)                   | 0              | 2           | 體育(三)<br>Physical Education (3)  | 0              | 2           | 體育(四)<br>Physical Education (4)   | 0              | 2           |                     |                |             |                                   |                |             |                     |                |             |  |
|                                                     |                                              |                                                       |                                                                                                     |                                                                                                                                                                                                                                                                                           |             | 服務教育(一)<br>Community Service (1)                 | 0              | 2           | 服務教育(二)<br>Community Service (2)                  | 0              | 2           |                                  |                |             |                                   |                |             |                     |                |             |                                   |                |             |                     |                |             |  |
| 通識課程<br>General Education Courses                   | 校訂通識<br>University General Education Domains | 基礎探索入門<br>Introduction to Basic Exploration           | 應修學分數至少 2 學分<br>(min. required: 2 credits)                                                          | 校訂通識/2/2 University General Education /2/2<br>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<br>Liberal Curriculum Domains           | 人文與創意美感<br>Humanities and Creative Aesthetics         | 應修學分數 14 學分<br>(至少任選 3 課群)<br>(min. required: 14 credits across at least 3 different course groups) | 博雅通識/學分數/時數<br>Course Name/Credits/Hours                                                                                                                                                                                                                                                  |             |                                                  |                |             |                                                   |                |             |                                  |                |             |                                   |                |             |                     |                |             |                                   |                |             |                     |                |             |  |
|                                                     |                                              | 科技與數位知能<br>Technology and Digital Literacy            |                                                                                                     | 博雅通識/學分數/時數<br>Course Name/Credits/Hours                                                                                                                                                                                                                                                  |             |                                                  |                |             |                                                   |                |             |                                  |                |             |                                   |                |             |                     |                |             |                                   |                |             |                     |                |             |  |
|                                                     |                                              | 社會與身心關懷<br>Society and Physical and Mental Well-being |                                                                                                     | 博雅通識/學分數/時數<br>Course Name/Credits/Hours                                                                                                                                                                                                                                                  |             |                                                  |                |             |                                                   |                |             |                                  |                |             |                                   |                |             |                     |                |             |                                   |                |             |                     |                |             |  |
|                                                     |                                              | 歷史與多元思維<br>History and Diversity of Thought           |                                                                                                     | 博雅通識/學分數/時數<br>Course Name/Credits/Hours                                                                                                                                                                                                                                                  |             |                                                  |                |             |                                                   |                |             |                                  |                |             |                                   |                |             |                     |                |             |                                   |                |             |                     |                |             |  |
|                                                     | 全球與永續議題<br>Global and Sustainable Issues     |                                                       | 博雅通識/學分數/時數<br>Course Name/Credits/Hours                                                            |                                                                                                                                                                                                                                                                                           |             |                                                  |                |             |                                                   |                |             |                                  |                |             |                                   |                |             |                     |                |             |                                   |                |             |                     |                |             |  |



| 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 |                |             |                     |                |                                                                                                                                                                                                                                                                                                                  | 三年級 3 <sup>rd</sup> Academic Year |                                                                |             |                     |                |                                                                                                    | 四年級 4 <sup>th</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  |                |                                                                                                                                                                                                                                                                                                                  | 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                                                                                                                                                                                                                                                                                                      | 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 |  |  |  |  |  |  |  |
|                         |                |                                      | Management<br>商管程式與應用<br>Fundamentals of Business Programming<br>商用英文<br>Commercial English | 3                                                                                | 3           | 3                   | Management<br>商管程式與應用<br>Fundamentals of Business Programming<br>商用英文<br>Commercial English | 3           | 3                                 | 3              |             |                     |                |                                                                                                                                                                                                                                                                                                                  |                                   | 服務業行銷<br>Service Marketing<br>連鎖企業管理<br>Chain Store Management | 3           | 3                   | 3              | 論文寫作專題<br>Topics on Thesis Study<br>服務業行銷<br>Service Marketing<br>連鎖企業管理<br>Chain Store Management | 2                                 | 2              |             |                     |                |             |  |  |  |  |  |  |  |
|                         | 選修<br>Elective | 行銷企劃學程<br>Marketing Planning Program | 應修學分數<br>38學分<br>Credits Needed38                                                           | 品牌管理/3/3<br>Brand Management<br>整合行銷溝通/3/3<br>Integrated Marketing Communication |             |                     |                                                                                             |             |                                   |                |             |                     |                | 銷售管理/3/3<br>Sales Management<br>產品發展管理/3/3<br>Product Development Management<br>訂價管理/3/3<br>Pricing Management<br>國際行銷/3/3<br>International Marketing<br>無店鋪行銷/3/3<br>Direct Marketing<br>網路與社群行銷/3/3<br>Internet and Social Media Marketing<br>產業分析方法/3/3<br>The methodology of industry analysis<br>顧客關係管理/3/3 |                                   |                                                                |             |                     |                |                                                                                                    |                                   |                |             |                     |                |             |  |  |  |  |  |  |  |

| 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                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                          | 三年級 3 <sup>rd</sup> Academic Year                                                                                           |                |                    | 四年級 4 <sup>th</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                                                       | 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        |
|                         |                                               |                                    | Customer Relationship Management<br>行銷企劃實務/3/3<br>Practice of Marketing Planning    |                                                |                                                                                                                                                                                               |                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                          |                                                                                                                             |                |                    |                                   |                |                    |
|                         | 流通營運學程<br>Distribution and Operations Program |                                    | 專案實習/2/2<br>The Practice of Project Implementation<br>暑期實習/2/2<br>Summer Internship |                                                | 智慧零售實作/3/3<br>Intelligent Retailing Implementation<br>商品企劃開發/3/3<br>Merchandise and Product Development<br>零售管理實務/3/3<br>Practicum of Retail Management<br>賣場陳列與佈置/3/3<br>Business Automation |                                                                                 | 學期實習 1/9/9<br>Semester Internship 1<br>學期實習-三明治專案/9/9<br>Semester Internship - sandwich Program<br>國際流通管理/3/3<br>Global Distribution Management<br>門市服務管理/3/3<br>Retail Business Service Management<br>企業實習 1/1/1<br>Enterprise Internship 1<br>企業實習 2/1/1<br>Enterprise Internship 2<br>服務業作業管理/3/3<br>Service Operation Management<br>商店規劃與設計/3/3<br>Store Layout and Planning<br>大型店經營實務/3/3<br>The Managerial Practices of Large Retailers<br>現代創業實務/3/3<br>Contemporary Entrepreneurship Practice |                                                                          | 業態專題/3/3<br>Practices of Business Operation<br>學期實習 2/9/9<br>Semester Internship 2<br>企業實習 3/1/1<br>Enterprise Internship 3 |                |                    |                                   |                |                    |
|                         |                                               | 其他專業選修課程<br>Other Elective Courses |                                                                                     | 心理學 3/3<br>Psychology<br>會計學/3/3<br>Accounting |                                                                                                                                                                                               | 財務報表分析/3/3<br>Analysis Financial Statement<br>創新管理/3/3<br>Innovation Management |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 大數據資料分析與應用/3/3<br>Big Data Analytics and Applications<br>RFID 與物聯網概論/3/3 |                                                                                                                             |                |                    |                                   |                |                    |
|                         |                                               |                                    |                                                                                     |                                                |                                                                                                                                                                                               |                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                          |                                                                                                                             |                |                    |                                   |                |                    |

| 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                                          |                |                    | 三年級 3 <sup>rd</sup> Academic Year                                           |                |                    | 四年級 4 <sup>th</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 | 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        |
|                         |  |  |  | 策略行銷/3/3<br>Strategic Marketing   |                |                    | 商業自動化/3/3<br>Business Automation                                           |                |                    | Introduction to Radio<br>Frequency Identification and<br>Internet of Things |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    | 行銷研究問卷資料分析/3/3<br>Marketing research<br>questionnaire material<br>analysis |                |                    | 智慧商務導論/3/3<br>Introduction for<br>Productivity of Business<br>Service       |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    | 組織行為/3/3<br>Organizational Behavior                                        |                |                    | 智慧科技/3/3<br>Smart Technology                                                |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 虛實整合新零售專題/3/3<br>New online and offline<br>retailing research               |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 策略管理/3/3<br>Strategic Management                                            |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 人力資源管理/3/3<br>Human Resource Management                                     |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 商業模式與創新/3/3<br>Business Models and<br>Innovation                            |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 電子商務與網路購物平台/3/3<br>Ecommerce and Internet<br>Shopping Platform              |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 數位創業/3/3<br>Digital Entrepreneurship                                        |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 行動商務/3/3<br>Mobile Commerce                                                 |                |                    |                                   |                |                    |
|                         |  |  |  |                                   |                |                    |                                                                            |                |                    | 服務創新/3/3<br>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)
- 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、系所訂定條件（學程、檢定、證照、承認外系學分及其他）
- 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. 凡未修過高中(職)「會計學」課程者，需修讀本系開設「會計學」課程。
  - D. 畢業前須修讀 3 學分 EMI 課程。

**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).
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. Departmental requirements (programs, certifications, licenses, recognition of external department credits, and other requirements): [\(The content is determined by each academic program.\)](#)

- 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. Students who have not taken "Accounting" in high school (vocational) must complete the "Accounting" course offered by this department.
- D. Before graduation, students must complete 3 credits EMI course.