

樹德科技大學 行銷管理系 114 學年度 四技日間部 入學生課程表
Shu-Te University Department of Marketing Management Curriculum Plan (2025)

科目 Subjects	第一學年(114學年度) Sophomore Year(2025~2026)			第二學年(115學年度) Junior Year(2026~2027)			第三學年(116學年度) Senior Year(2027~2028)			第四學年(117學年度) Senior Year(2028~2029)		
	科目Subjects	Fall	Spring	科目Subjects	Fall	Spring	科目Subjects	Fall	Spring	科目Subjects	Fall	Spring
		Credits / hours	Credits / hours		Credits / hours	Credits / hours		Credits / hours	Credits / hours		Credits / hours	Credits / hours
校必修 Common Requirements	基礎英文 I Basic English I	2 / 2		文化與生活 Culture and Life	2 / 2		環境永續與淨零碳排 Environmental Sustainability and Net-Zero Carbon Emissions	2 / 2				
	基礎英文 II Basic English II		2 / 2	進階英文 English	2 / 2		情意通識® Affective Liberal Education	2 / 2				
	寫作技巧 Chinese Writing Skills	2 / 2		民主與法治 Democracy and Rule of Law		2 / 2	藝術之多元呈現 Multi-presentation of Arts		2 / 2			
	文學欣賞 Chinese Literature		2 / 2	情意通識® Affective Liberal Education		2 / 2						
	體育 Physical Education	2 / 2	2 / 2									
	創造思考與問題解決 Creative Thinking and Problem Solving		2 / 2									
	大學領航 University Navigation	1 / 1										
	AI應用與素養 AI Applications and Literacy		2 / 2									
	學術倫理 Academic Ethics	0 / 0										
院必修 Required Courses	應用程式設計 Application Design Using Programming Languages	2 / 2										
	管理學 Management		3 / 3									
專業必修 Required Courses	經濟學原理 The Principle of Economics	3 / 3		統計學 Statistics	3 / 3		推廣策略 Promotion Strategy	3 / 3		▲專題製作(二) Project(2)	1 / 1	
	企業管理 Business Management	3 / 3		價格策略 Price Strategy	3 / 3		財務管理 Financial Management	3 / 3		證照實務 Certification Practice	0 / 0	
	行銷原理 Marketing Theory	3 / 3		行銷企劃實務 Marketing Planning Practice	3 / 3		★校外實習 Practical Training	3 / 9				
	產品策略 Product Strategy		3 / 3	服務行銷 Services Marketing Management	3 / 3		▲專題製作(一) Project(1)		1 / 1			
	消費者行為 Consumer Behavior		3 / 3	通路策略 Distribution		3 / 3	專業英文 Professional English		2 / 2			
				行銷研究 Marketing Research		3 / 3						
				國際行銷 International Marketing		3 / 3						

學分規定 Min. Total Credits	1. 最低畢業學分數 Minimum Graduation Credits : 最低畢業學分數：128 學分。校訂必修 31 學分，院必修 5 學分，系專業必修 49 學分，系專業選修 43 學分。【選修學分中(1)本系所開設之課程至少需選修 23 學分。(2)可承認本校各院系專業課程 20 學分，不含通識課程，但選修微型課程學分均承認】 128 credits are required for graduation: 31 credits from mandatory university courses, 5 credits from mandatory college courses, 49 credits from mandatory department courses, and 43 credits from elective department courses. For elective credits: (1) At least 23 credits must be taken from courses offered by the Department of Marketing Management. (2) A maximum of 20 credits from professional courses offered by other departments may be accepted, excluding general education courses. (3) All credits earned from micro-courses are recognized. 2. 校訂必修課程說明 University-Mandated Course Requirements : (1) 英文課程依入學分級結果循序修畢，並須修習外語課程2學分總計達8學分，分級後免修之課程學分必須選修「外語課程」補足學分(認列之外語課程可至課程查詢系統或語教中心查詢)。若通過英文畢業門檻，可依本校「學生外語能力課程修課及抵免辦法」辦理。 English courses must be completed sequentially according to placement results, with a total of 8 credits including 2 credits of foreign language courses. Credits for waived English courses must be replaced with foreign language courses. For recognition of foreign language courses, refer to the course inquiry system or the Language Teaching Center. If the English graduation threshold is met, students may follow the "Student Foreign Language Proficiency Course Completion and Exemption Guidelines". (2) ◎情意通識共 4 學分(二門選修課程)依個人興趣於通識課程中選修。 Emotional and social general education requires 4 credits (two elective courses), which should be chosen according to personal interests in the general education curriculum. 3. 本系專業課程說明 Departmental Professional Course Description : (1) 註記★為實習課程。校外實習 3 學分，總實習時數共 160 小時，依「行銷管理系學生校外實習課程實施辦法」規定。 Courses marked with ★ are internship courses. The off-campus internship is worth 3 credits and requires a total of 160 hours, in accordance with the "Regulations for Off-Campus Internship Courses of the Department of Marketing Management." (2) 註記▲為專題課程。專題製作(一)、(二)為必修，依「行銷管理系專題製作實施辦法」規定。 Courses marked with ▲ are project courses. Project Production (I) and Project Production (II) are required courses, implemented in accordance with the "Regulations for Project Production of the Department of Marketing Management." 4. 畢業須通過校訂英文能力與系訂專業能力門檻 Graduation Requirements : (1) 英文能力 - 符合本校「學生英文能力畢業門檻及輔導辦法」基本標準。 English Proficiency - Must meet the basic standards of the "Student English Proficiency Graduation Threshold and Counseling Guidelines". (2) 專業能力 - 符合A.「證照實務」課程為必修，學生於畢業前需完成本系認可之專業證照兩張，B. 至少需完成本系任一模組學程(整合行銷傳播、數位行銷)，方可取得本系畢業資格。每一模組學程至少須修滿 15 學分 (如因開課等因素可以替代課程取代)，將發予本系模組證書。 Professional Competence - A. The "Licensing Practice" course is mandatory. Before graduation, students must obtain two professional certifications approved by the department. B. Students must complete at least one departmental module program—either Integrated Marketing Communication or Digital Marketing—to qualify for graduation. Each module requires a minimum of 15 credits. Substitute courses may be approved in cases such as course discontinuation. A module certificate will be issued upon completion. 5. 修畢副學程選修課程滿 15 學分，將發予副學程(服務行銷)證書；修滿管院其他系之副學程，依管院各系之規定。 A Certificate in the Minor of Service Marketing will be awarded upon completion of 15 elective credits. For minors offered by other departments within the College of Management, students must follow the respective departmental requirements. 6. 修讀國際學程(全英語授課)課程與本系系必修科目名稱及學分數相同者：(1)具修讀國際學程為輔系或雙主修資格者，請提出免修申請並補足免修科目後所缺的學分；(2)未具修讀輔系或雙主修資格者，得逕予承認替代之。 The courses under an international program (conducted entirely in English) that have the same course titles and credit hours as required departmental courses: (1) Those officially enrolled in the international program as a minor or double major must apply for course exemption and make up any credit shortfall resulting from the exemption. (2) Those not enrolled in the international program as a minor or double major may have such courses directly recognized as substitutes. 7. 以海外中五學制畢(結)業入學生，畢業學分數應為就讀本系之最低畢業學分數外加 12 學分。 Overseas students who have completed a Form 5 education system must fulfill the department's minimum graduation credit requirement, in addition to an extra 12 credits.
-------------------------------	--

審議程序 經114年4月15日系課程委員會、114年5月5日院課程委員會通過，114年5月21日校課程委員會通過，114年6月11日教務會議備查

列印日期 2025/8/15

系所助理：

專員吳華茵

系所主管：

行銷管理系
主任周政德

院長：管理學院陳佳宏
副院長

114. 8. 18 fen