

行銷與流通管理系 碩士班課程規劃表

Department of Marketing and Logistics Management Curriculum of Master's Program

114 學年實施

Effective from : 2025 Academic Year

113 年 3 月 27 日 1122 學期第 1 次課程委員會公布

校訂必修類 General Education Required Course

須修滿：0 學分/Required credits: 0 credits

修課說明：學生應於入學後至「臺灣學術倫理教育資源中心」網路教學平台，自行修習該課程指定單元並達規定時數。學生完成該課程全部核心單元並通過總測驗，即可於平台申請下載修課合格證明，以做為完成修習學術倫理教育課程之認定。

Course Instructions: Upon admission, students must complete the required number of hours of the designated modules for the course through the Taiwan Academic Ethics Education Resource Center online learning platform. Upon completion of all core modules and passing the final assessment, students can apply for and download a Certificate of Completion on the platform, confirming their completion of the Academic Ethics Education course.

課號 Course ID	課程名稱 Course	英文課程名稱 Course	學期 Semester	學分 Credits	時數 Hours	總計 Total
10000010	學術倫理教育	Academic Research Integrity Education	一上	0	0	0

系訂必修類 Department Required Course

須修滿：12 學分/Required credits: 12 credits

課號 Course ID	課程名稱 Course	英文課程名稱 Course	學期 Semester	學分 Credits	時數 Hours	總計 Total
10041002	行銷管理專題	Seminar in Marketing Management	一下	3	3	12
10042437	論文寫作	Research Paper Writing	一上	3	3	
10042435	碩士論文	Master paper	二下	6	0	

專業選修類 Department Elective Course

須修滿：24 學分/Required credits: 24 credits

修課說明：專業選修需修滿 24 學分，可選修外系選修上限 12 學分。

Course Description: 24 credits are required for elective courses in the major, and the maximum credits for elective courses in other departments are 12 credits.

課號 Course ID	課程名稱 Course	英文課程名稱 Course	學期 Semester	學分 Credits	時數 Hours	總計 Total
10041402	服務管理專題	Seminar of Service Management	一上	3	3	24
10041403	文化創意行銷專題	Cultural & Creative Marketing Prospect	一下	3	3	
10041405	連鎖事業管理專題	Chain Store Management	一下	3	3	
10041409	企業資源規劃專題	Enterprise Resources Planning Seminar	一下	3	3	
10041424	質性暨個案研究	Qualitative case study cum	一下	3	3	
10042402	網路行銷專題	Internet Marketing	一下	3	3	
10042419	消費者行為專題	Special Projects in Consumer Behavior	一上	3	3	
10042422	電子商務與管理專題	E-commence	一上	3	3	
10042431	量化分析專題	Special Topics on Quantitative Research	一下	3	3	
10042441	國際企業發展	international business development	一上	3	3	
10042442	產業經營發展	international business development	一下	3	3	
10042401	全球運籌管理專題	Special Topics on Global Logistics Management	二下	3	3	
10042403	國際品牌與通路專題	International Brand and Logistics Management	二上	3	3	
10042410	企業診斷專題	Special Topics on Business Diagnosis	二下	3	3	
10042420	策略行銷專題	Seminar in Strategical marketing	二下	3	3	
10042423	顧客關係管理專題	Customer Relationship Management	二上	3	3	

10042428	大數據與資料探勘	Big data and data mining	二上	3	3	
10042436	行動商務專題	Mobile business topic	二下	3	3	
10042439	社會企業專題	Social Enterprise Topics	二上	3	3	
10042440	行銷案例分析專題	Marketing case analysis topics	二下	3	3	
10042443	國際產業研究	international industrial research	二上	3	3	
10042444	產業經營研究	Industrial management research	二下	3	3	
總計 Total						36
總說明：	<p>1.畢業學分 36 學分（含校必修 0 學分、系必修 6 學分、碩士論文 6 學分、選修 24 學分）。</p> <p>2.每學期修習學分數：一般生每學期修課學分上下限為 6-12 學分；在職生每學期修課學分上下限為 3-12 學分。</p> <p>3.研究生因研究需要，經指導教授及系主任之同意得選修他所開授之科目，其學分得計入一般選修學分。</p> <p>4.必修課程不開放上修為原則，選修課程開放一、二年級共同選修。</p> <p>5.須依本校「碩士學位考核實施辦法」及本系「碩士班研究生修業要點」修業及完成論文。</p> <p>6.專業選修合計需修滿 24 學分，可選修外系選修上限 12 學分。</p>					
Notes：	<p>1. Graduation credits: 36 credits (including 0 credits for university-level compulsory courses, 6 credits for department-level compulsory courses, 6 credits for the master's thesis, and 24 credits for electives).</p> <p>2. Number of credits per semester: General students may take a maximum of 6-12 credits per semester; in-service students may take a maximum of 3-12 credits per semester.</p> <p>3. Graduate students may take elective courses taught by other professors for research needs, with the consent of their supervisor and department head. These credits may be counted toward general elective credits.</p> <p>4. Required courses are not open to advanced students; elective courses are open to first- and second-year students.</p> <p>5. Completion and thesis completion must be in accordance with the university's "Master's Degree Assessment Implementation Regulations" and the department's "Master's Degree Program Graduate Study Guidelines."</p> <p>6. A total of 24 credits are required for elective courses in the major, with a maximum of 12 credits allowed for electives from other departments.</p>					