

致理科技大學 日四技 行銷與流通管理系 應修科目表(115學年度入學新生適用)

科目類別 Category	科目名稱 Course Title		學分數 Credit	時數 Hour	授課時數 Contact Hour							
					第一學年Yr1		第二學年Yr2		第三學年Yr3		第四學年Yr4	
					上Fall	下Spring	上Fall	下Spring	上Fall	下Spring	上Fall	下Spring
					授課/實習 Lecture/Practice	授課/實習 Lecture/Practice	授課/實習 Lecture/Practice	授課/實習 Lecture/Practice	授課/實習 Lecture/Practice	授課/實習 Lecture/Practice	授課/實習 Lecture/Practice	授課/實習 Lecture/Practice
校訂必修 Liberal Arts (Compulsory)	基礎通識	國文 Chinese	4	4	2	2						
		英文 General English	6	6	3	3						
		體育（一） Physical Education I	2	2	2							
		體育（二） Physical Education II	2	2		2						
		多元敘事應用 Multiple Narrative Application	2	2				2				
	核心通識	環境服務教育與實作 Campus Environment Maintenance	1	1	1							
		生涯規劃與發展 Career Planning and Development	2	2		2						
	合計 Subtotal		19	19	8	9	0	0	2	0	0	0
學院必修 College Requirement	會計學(一) Accounting I		3	3	3							
	經濟學 Economics		3	3	3							
	計算邏輯與程式應用 Computational Logic and Program Applications		2	2	2							
	管理學 Management		2	2		2						
	管理學概論 Introduction to Management		1	1		1						
	程式設計 Computer Programming		2	2		2						
	人工智慧商務應用 Artificial intelligence for business application		2	2					2			
	合計 Subtotal		15	15	8	5	0	0	0	2	0	0
系訂專業必修	電子商務 Electronic Commerce		3	3	3							
	流通概論 Introduction to Distribution		2	2	2							
	商用統計 Business Statistics		2	2		2						
	商業軟體應用 Business Software Applications		2	2		2						
	國際職場溝通英文（一） English for International Communication I		2	2			2					
	統計應用與數據分析 Statistical Application and Data Analysis		2	2			2					
	物流管理 Logistics Management		3	3			3					
	行銷管理 Marketing Management		3	3			3					
	國際職場溝通英文（二） English for International Communication II		2	2				2				
	行銷企劃實務 Marketing Planning and Practice		2	2					2			
	全球運籌管理實務 Global Logistics Management and Practice		2	2						2		
	行銷研究 Marketing Research		2	2						2		
	國際行銷管理 International Marketing Management		2	2							2	
	行銷與流通管理實務專題 Seminar on Special Projects in Marketing and Logistics		1	1								1
	產業實務講座 Industry Practices Seminar		2	2								2
	合計 Subtotal		32	32	5	4	10	2	2	4	2	3
必修合計 Subtotal, Compulsory			66	66	21	18	10	2	4	6	2	3
學院選修	低碳輕飲食與共享平台(深)(一) Low-carb diets & sharing platform I		2	2			2					
	婚慶活動管理實務(深)(一) Wedding Event Management I		2	2			2					
	展覽與快閃活動行銷實務 Exhibition and Pop-up Event Marketing Practice		4	4			4					
	行銷管理(英) Marketing management (English)		2	2			2					
	半導體與智慧製造產業實務 Semiconductor and Smart Manufacturing Industry Practice		3	3			3					
	AI碳盤查 AI-Enabled Carbon Accounting		4	4			4					
	第二外語 Second Foreign Language		8	8			2	2	2	2		
	自主募課 Self-recruitment course		4	4			2	2				
	財務管理(英) Financial Management (English)		2	2				2				
	婚慶活動管理實務(深)(二) Wedding Event Managemen II		2	2				2				
	低碳輕飲食與共享平台(深)(二) Low-carb diets & sharing platform II		2	2				2				
	銀髮樂活服務實作 Practical Services for LOHAS Seniors		2	2				2				
	智慧科技行銷應用 Marketing Technology Application		3	3					3			
	智慧稽核程式開發 Intelligent Audit Programming Developmen		4	4						4		
	不動產鑑估價實作 Practice of Real Estate Appraisal and Valuation		3	3						3		
	語言測驗輔助教學（一） English Reinforcement I		(2)	2							2	
	商用第二外語(一) Second Foreign Language for Business I		2	2							2	
	危老與都更可行性評估 Feasibility Assessment of Urban Renewal of Old Buildings		3	3							3	
	商用第二外語(二) Second Foreign Language for Business II		2	2								2
	語言測驗輔助教學（二） English Reinforcment II		(2)	2								2
系訂專業選修	智慧科技 Smart Technology		2	2		2						
	商業簡報（英） Commercial Presentations		2	2			2					
	人力資源管理 Human Resource Management		2	2			2					
	作業管理 Operations Management		3	3			3					

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	消費者行為 Consumer Behavior	2	2			2					
	進階Python程式設計 Advanced Python Programming	2	2			2					
	數位影音實務 Practice of Digital Video	2	2			2					
	專業英文(英) Professional English (English)	2	2				2				
	大數據應用 Big Data Applications	2	2				2				
	創新與創意 Innovation and Creativity	2	2				2				
	專案管理 Project Management	2	2				2				
	智慧零售 Smart Retail	2	2				2				
	商品定價與成本管理 Commodity Pricing and Cost Management	2	2				2				
	品牌管理 Brand Management	2	2				2				
	展覽與活動行銷基礎實作 Exhibition and Active Marketing Practices	1	1				0/1				
	展覽與活動策劃 Exhibition and event planning	2	2				2				
	自媒體經營實務 Practical Self-Media Management	2	2				2				
	綠色行銷 Green Marketing	2	2				2				
	消費者保護與權利變換 Consumer Protection and Right Transfer of Urban Renewal	2	2				2				
	會展專業服務與實務(英) Professional Services and Fieldwork in MICE Industry(English)	2	2				2				
	商業英語會話 Conversational English for Business	2	2					2			
	AI商情預測與分析 Business Forecasting and Analysis Using AI	2	2					2			
	國際貿易實務 International Trade Practices	2	2					2			
	商圈經營與商店規劃 Trading Area Management and Store Planning	2	2					2			
	供應鏈管理 Supply Chain Management	2	2					2			
	服務業管理 Services Industry Management	2	2					2			
	廣告管理實務 Advertising Management Practices	2	2					2			
	數位廣告投放 Digital Advertising	3	3					3			
	網路行銷 Internet Marketing	3	3					3			
	目的地行銷(英) Destination Marketing (English)	2	2					2			
	企業倫理與職涯規劃 Business Ethics and Career Planning	2	2					2			
	展覽規劃與實作 Exhibition Planning and Practices	2	2					2			
	社群網路分析 Social Network Analysis	3	3					3			
	專業實習(暑) Internship (Summer)	3	40					0/40			
	智慧物流中心實務 Smart Logistics Center Practice	2	2						2		
	智慧製造商務管理 Smart Manufacturing Business Management	3	3						3		
	展場空間規劃與設計 Exhibition Space Planning and Design	2	2						2		
	顧客關係管理 Customer Relationship Management	2	2						2		
	MarTech經營實務 MarTech Business Practice	3	3						3		
	行銷設計實務 Marketing Design Practice	2	2						2		
	全通路行銷與應用 Full-Line Marketing and Applications	2	2						2		
	流通經營實務模擬 Distribution Operations Simulation	2	2						2		
	無人載具科技應用 Unmanned Vehicle Technology Applications	2	2						2		
	物聯網應用與行銷(英) Internet of Things: Applications and Marketing (English)	2	2						2		
	進階商用英文 Advanced Business English	2	2							2	
	新創財務實務 Startup Finance Practice	2	2							2	
	門市營運優化與創新實作 Store Operations Optimization & Innovation Practice	2	2							2	
	國際海空貨運實務 International Air and Sea Freight Practices	3	3							3	
	進階實務實習(暑) Internship (Summer)	3	40							0/40	
	智慧運籌資訊系統 Wisdom Operations Research Information Systems	2	2							2	
	企業資源規劃 Enterprise Resource Planning	3	3							3	
	溝通技巧與商業談判 Communication Skills and Commercial Negotiations	2	2								2
	國際企業管理 International Business Management	2	2								2
	公共關係 Public Relations	2	2								2
	零售媒體聯播網 Retail Media Network	2	2								2
	就業接軌實習 Internship	9	40								0/40

1. 本系總畢業學分數至少 128 學分：
The minimum graduation credit requirement for the department is 128 credits.
(1)校訂必修課程 29 學分，其中包含：
(1)University-specific required courses account for 29 credits and include:
A.基礎通識課程 16 學分。
A. Basic general education courses 16 credits.
B.核心通識課程 3 學分。
B. Required general education courses 3 credits.
C.選修通識課程（人文藝術、社會科學、自然科學、創意跨域）每類選修 2-4 學分，合計 10 學分。
C. Elective general education courses (2-4 credits each from Humanities and Arts, Social Sciences, Natural Sciences, and Creative Interdisciplinary categories, for a total of 10 credits).
- (2)學院必修 15 學分，系訂專業必修課程 32 學分。
(2)A total of 15 credits in college-specific required courses, along with 32 credits in department-specific professional required courses.
- (3)專業必修課程至少 52 學分，其中系訂專業必修課程至少36學分(含學院選修課程)；專業選修學分不含通識課程學分。
(3) A minimum of 52 credits in professional elective courses, with at least 36 credits in department-specific professional electives (including college-specific electives); professional elective credits do not include general education credits.
2. 每學期修業學分數：第1~2學年16~25學分，第3學年12~25學分，第4學年9~25學分。
Credits per semester: 16~25 credits in the first and second academic years, 12~25 credits in the third year, and 9~25 credits in the fourth year.
3. 請勿重複修習已修習過之課程或未經核准上修本系課程，否則該課程不予認列為畢業學分數。
Please refrain from retaking courses already completed or enrolling in advanced departmental courses without approval. Credits earned from such courses will not be counted toward graduation requirements.

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4.4. 本系學生於畢業前，必須符合下列校院系訂畢業門檻規範： Prior to graduation, students in the department must meet the following graduation thresholds: (1)修畢本校在「一個跨領域學分學程」或「一個本系課程模組(行銷企劃與科技應用模組、智慧流通模組)及一個微學程」或「一個輔系」或「一個雙主修」，未通過者不具畢業資格。完成學程課程者，其學程課程得採計為本系專業選修學分。 (1) Complete any one interdisciplinary credit program, a departmental course module, a micro-program, a minor, or a double major offered by CLUT. Failure to complete the requirement will result in ineligibility for graduation. For those who complete a credit program, the credits earned are counted toward the department's professional elective credits. (2)通過校訂「學術倫理教育」課程。 (2) Complete the CLUT-mandated "Academic Ethics Education" course. (3)通過校訂與系訂英語能力檢定。 (3) Pass the university-specific and department-specific English proficiency test. (4)通過院訂職場素養檢定，檢定方法由各系訂定。 (4) Pass the CLUT-mandated workplace etiquette test, and the assessment method is set by each department. (5)第二外語課程須至少修習且通過1門(2學分)，至多採計第二外語課程6學分抵抵本系專業選修學分。 (5) A minimum of 1 course (2 credits) in a second foreign language is required, and a maximum of 6 credits from second foreign language courses will be counted as elective credits for the major. (6)通過系訂專業能力檢定。 (6) Pass the department-specific professional competency test. (7)通過系訂資訊能力檢定。 (7) Pass the department-specific information technology competency test. (8)通過本系「校外實習」課程規定，本系畢業學分至多認列實習課程9學分。領有身心障礙手冊之學生、陸生、外籍生及僑生得申請抵修本系校外實習必修課程。 (8) Pass the "Off-Campus Internship" is subject to the regulations of the department. A maximum of 9 credits of internship courses will be recognized for graduation from the department. Students with disabilities, students from mainland China, foreign students, and overseas Chinese students may apply for exemption from the mandatory off-campus internship course in the department. (9)畢業門檻實施細則，以通過校院系(所)課程委員會議及系(所)網頁公告為主。 (9) The implementation details of graduation requirements primarily rely on the decisions made in the departmental curriculum committee meetings and announcements on the departmental website. 5. 申請先修大-英文或大二國際職場溝通英文課程者，應分別修習1門全英語(EMI)課程，且補足畢業應修總學分數。 Students applying for exemption from "Freshman General English" or "Sophomore English for International Communication" are required respectively to complete one EMI course to fulfill the total number of credits required for graduation. (Four-Year Undergraduate Program) 6. 畢業年級相當於國內高級中等學校二年級之國外或香港、澳門同級同類學校畢業生，以同等學力資格入學本系四年制一年級者，除須符合本系規定之畢業總學分數修讀規範外，應另增加畢業應修學分數12學分。 Graduates from foreign schools or equivalent institutions in Hong Kong and Macau, whose final year is equivalent to the second year of senior high school in Taiwan, may enter the first year of the four-year program in this department with comparable academic qualifications. In addition to meeting the department's total credit requirements for graduation, they must complete an additional 12 credits. 7. 本應修科目表學分欄為括弧 () 者，則表示該學分不計入畢業學分數。 Credits in parentheses in the course requirement table are not counted toward the total graduation credits. 8. 本應修科目表因應本系特色發展之需要時，得依據本校課程規劃流程修正。 According to the developmental needs of the department, the course requirement table may be revised by adhering to the CLUT course planning procedures.											