

# 中國文化大學 新聞暨傳播學院 廣告學系 必修科目表

109 學年度起入學新生實施

必修類別	科目名稱		規定學分	一年級		二年級		三年級		四年級		備註
				上	下	上	下	上	下	上	下	
通識科目	國文		4	2	2							
	外文		4	2	2							六選一課程
	外語實習		2	1	1							(語言須同外文)
	跨域專長		12			6	6					
	人文、文明思想和藝術領域		4									
	社會科學領域		2	4	4	2						
	自然科學與數學領域		4									
共同科目	體育		0	0	0	0	0					
	全民國防教育軍事訓練-(1)		0		0							
通識及共同必修學分合計			32 學分									
院必	(H174)數位化溝通與敘事能力		2	2								
	(7318)傳播理論		4			2	2					
	(1271)傳播研究方法		2			2						
	(2941)傳播統計學		2				2					
	(C120)傳播倫理與法規		2								2	
專業必修科目	(7319)廣告學概論		4	2	2							
	(7321)行銷原理		4	2	2							
	(4699)消費行為廣告心理		4			2	2					
	(7707)創意原理		2			2						
	(K952)廣告科技語言整合應用		3				3					
	(7490)廣告策略與企劃		4					2	2			
	(7313)廣告專題講座		4					2	2			
	(7658)畢業製作		6							3	3	
專業必修合計			43	6	4	8	9	4	4	3	5	
專業分組必修科目	A 廣告策略企劃學群	(3712)整合行銷傳播	2			2						
		(C564)媒體計畫	2					2				
		(4182)行銷研究	4							2	2	
	B 廣告表現創作學群	(7777)設計基本原理	3		3							
		(3711)視覺傳達原理	3			3						
		(3398)廣告設計	2				2					

C 創意產業行銷 學群	(D335)文化創意產業概 論	2			2						
	(D338)創意產業行銷與實 務	3					3				
	(D179)創意產業專題	3						3			
專業必修 學分合計	廣告策略企劃學群	51 學分									
	廣告表現創作學群	51 學分									
	創意產業行銷學群	51 學分									
必修 學分總計	廣告策略企劃學群	83	15	13	18	15	6	4	5	7	
	廣告表現創作學群	83	15	17	19	17	4	4	3	5	
	創意產業行銷學群	83	15	13	18	15	7	7	3	5	
最 低 畢 業 學 分 數		128 學分									
說 明		畢業學分中，除校定共同必修目及專業必修科目外，尚須涵蓋本院二個學群組課程；選修部份需選修外系至少 4 學分課程，始可畢業。									
<b>其他修業規定：</b>											
服務學習		參與服務學習，依本校「服務學習實施辦法」辦理，詳細資訊請參考綜合業務組網頁。 <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>									
全球競爭力檢定		通過全球競爭力檢定，依本校「大學部學生全球競爭力檢定實施辦法」辦理，詳細資訊請參考教務組網頁。 <a href="https://reg.pccu.edu.tw/">https://reg.pccu.edu.tw/</a>									
倫理課程		參與「職業倫理」、「中華文化專題」，依本校「職業倫理教育實施要點」及「中華文化專題講座實施要點」辦理，詳細資訊請參考綜合業務組網頁。 <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>									
全人學習護照		參與全人學習護照各項學習活動達認證標準，依本校「全人學習護照實施辦法」辦理，詳細資訊請參考課外活動組網頁。 <a href="https://activity.pccu.edu.tw/">https://activity.pccu.edu.tw/</a>									

**Chinese Culture University, Required Courses List,  
Department of Advertising , College of Journalism and Communication**

Effective for Students Enrolled in and from the 2020 Academic Year

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
<b>Required Courses</b>											
General Required Courses	CHINESE	4	2	2							
	FOREIGN LANGUAGE	4	2	2							Choose 1 of 6 Courses
	FOREIGN LANGUAGE LISTENING AND SPEAKING DRILL	2	1	1							(Language matches the above chosen)
	INTERDISCIPLINARY PROGRAM	12			6	6					
	ART AND HUMANITIES	4									
	NATURAL SCIENCES AND MATHEMATICS	4	4	4	2						
	SOCIAL SCIENCES	2									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
	ALL-OUT DEFENSE EDUCATION MILITARY TRAINING - INTERNATIONAL SITUATIONS	0	0								
<b>Total General and Common Courses Credits</b>		<b>32</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>6</b>					
Required Courses by College	(H174) DIGITAL COMMUNICATION AND MULTIMEDIA NARRATIVE	2	2								
	(7318) COMMUNICATION THEORIES	4			2	2					
	(1271) RESEARCH METHODS IN COMMUNICATION	2			2						
	(2941) STATISTICS FOR COMMUNICATION STUDY	2				2					
	(C120) ETHIC AND LAW IN COMMUNICATION	2								2	
Required Courses by Department	(7319) INTRODUCTION TO ADVERTISING	4	2	2							
	(7321) PRINCIPLE OF MARKETING	4	2	2							
	(4699) CONSUMER BEHAVIOR & ADVERTISING PSYCHOLOGY	4			2	2					
	(7707) PRINCIPLE OF CREATIVITY	2			2						
	(K952) ADVERTISING TECHNOLOGY AND LANGUAGE APPLICATIONS	3				3					
	(7490) ADVERTISING STRATEGY & PLANNING	4					2	2			
	(7313)	4					2	2			

	LECTURE on ADVERTISING SPECIAL TOPICS												
	(7658) GRADUATION PRODUCTION		6							3	3		
Total Required Credits			43	6	4	8	9	4	4	3	5		
Required Courses by Professional Concentration	A Advertising Strategy and Planning Concentration	(3712) INTEGRATED MARKETING COMMUNICATION	2			2							
		(C564) MEDIA PLAN	2					2					
		(4182) MARKETING RESEARCH	4							2	2		
	B Advertising Creativity and Production Concentration	(7777) FUNDAMENTAL PRINCIPLE OF GRAPHIC DESIGN	3		3								
		(3711) PRINCIPLE OF VISUAL COMMUNICATION	3			3							
		(3398) ADVERTISING LAYOUT AND DESIGN	2					2					
	C Creative Industry Marketing Concentration	(D335) INTRODUCTION OF CULTURAL AND CREATIVE INDUSTRY	2			2							
		(D338) MARKETING AND PRACTICE OF CREATIVE INDUSTRY	3						3				
		(D179) SPECIAL TOPICS OF CREATIVE INDUSTRY	3							3			
	Minimum Graduation Credits			128									
Requirements	In addition to general required and professional compulsory courses, student must choose two concentrations and minimum 4 elective credits from other department courses before graduation.												
Other provisions of graduate requirements :													
Service Learning	Participation in service learning shall be conducted in accordance with the 'Implementation Measures for Service Learning' of the university. For detailed information, please refer to the website of the Curriculum Section at <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>												

Global competitiveness	Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information. Section at <a href="https://reg.pccu.edu.tw/">https://reg.pccu.edu.tw/</a>
Professional Ethics/ Special Topics in Chinese Culture	According to the university's 'Implementation Guidelines for Professional Ethics Education' and 'Implementation Guidelines for Chinese Culture Topics Lectures,' students are required to participate in two-semester courses: 'Professional Ethics' and 'Chinese Culture Topics.' For detailed information, please refer to the website of the Curriculum Section: <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>
Whole Person Learning Passport	To fulfill the Whole Person Learning Passport requirements, students must actively participate in various learning activities. These activities are organized in accordance with our university's guidelines for the Whole Person Learning Passport. For more detailed information, please visit the website of the Extracurricular Activities Section at <a href="https://activity.pccu.edu.tw/">https://activity.pccu.edu.tw/</a>