

中信科技大學 進修部
二年制 行銷與流通管理系 課程規劃表
 (適用113學年度入學)

CTBC University of Technology Curriculum of Marketing and Logistics Management
 Department for Two-Year Bachelor's Degree Program -Night Division (Effective from Fall 2024)

科目名稱 Subject		第一學年1st School Year		第二學年2nd School Year	
		上學期 1st semester (學分/時數) (Credits/Hours)	下學期 2nd semester (學分/時數) (Credits/Hours)	上學期 1st semester (學分/時數) (Credits/Hours)	下學期 2nd semester (學分/時數) (Credits/Hours)
共同必修 General Required Courses	應用英文(1)(2) Applied English(1)(2)	2/ 2	2/ 2		
	通識課程(1)(2)(3)(4) General Studies (1)(2)(3)(4)	2/ 2	2/ 2	2/ 2	2/ 2
	小計Subtotal	4/ 4	4/ 4	2/ 2	2/ 2
專業必修 Professional Required Courses	行銷管理 Marketing Management	3/ 3			
	流通概論 Introduction of Logistics	3/ 3			
	統計學 Statistics	3/ 3			
	人際關係 Communicative Expression Training	3/ 3			
	行銷企劃 Marketing Planning		3/ 3		
	零售管理 Retail Management		3/ 3		
	統計軟體應用 Application of Statistics Software		3/ 3		
	網紅行銷 Internet Celebrity Marketing			3/ 3	
	顧客關係管理 Customer Relation Management			3/ 3	
	物流與供應鏈管理 Logistics / Supply Chain Management			3/ 3	
	行銷策略 Marketing Strategy				3/ 3
	門市營運管理 Store Operation Management				3/ 3
	小計Subtotal	12/ 12	9/ 9	9/ 9	6/ 6
	管理心理學 Management Psychology	3/ 3			
	消費者行為 Consumer Behavior	3/ 3			
	生涯規劃 Career Planning	2/ 2			
	創新與創業概論 Introduction of Innovation and Entrepreneurship	2/ 2			
	財務管理 Financial Management	3/ 3			
	管理個案分析 Case Analysis of Management		3/ 3		
	組織行為 Organizational Behavior		3/ 3		
	財務報表分析 Financial Statement Analysis		3/ 3		

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專業選修 Professional Elective Courses	廣告管理 Advertising Management		3/ 3		
	促銷與活動實務 Promotion and Activities Practice		3/ 3		
	電子商務 Electronic Commerce			3/ 3	
	服務業行銷 Service Marketing			3/ 3	
	連鎖加盟管理 Chain Management			3/ 3	
	賣場規劃與管理 Store Planning and Management			3/ 3	
	商圈管理 Shopping Area Management			3/ 3	
	品牌管理 Brand Management				3/ 3
	行銷個案分析 Case Study of Marketing				2/ 2
	流通個案分析 Case Analysis				2/ 2
	人力資源管理 Human Resource Management				3/ 3
	危機管理 Crisis Management				3/ 3
	擬開最低選修學分 Proposed Minimum Elective Credits	3/ 3	6/ 6	9/ 9	10/ 10
	合計Total	19/ 19	19/ 19	20/ 20	18/ 18
備註 Note	113年07月30日 校課程發展委員會會議通過Amended Date：2024-07-30				
	一、畢業總學分至少76分： The total number of credits completed to be eligible to graduate shall not be less than 76 credits. 1.共同必修12學分；專業必修36學分；專業選修至少21學分。 General Required Courses:12 credits. Professional Required Courses:36 credits. Professional Elective Courses:Not less than 21 credits. 2.一般選修至多7學分(開放學生自由選修本系或外系課程)。 The general elective credits shall be up to 7 credits. (Open for students to freely choose courses within their own or other departments) 二、畢業門檻：Graduation threshold 1.學生於修業年限內應修畢「共同必修」、「專業必修」、「專業選修(含一般選修)」共計76學分。 Students are required to complete a total of 76 credits of "General Required Courses", "Professional Required Courses", and "Professional Elective Courses" ("General Elective Course" included) within their academic years.				