

# 銘傳大學傳播學院『新媒體數據加值學分學程』實施細則

## Ming Chuan University School of Communication Enforcement Rules for New Media Big Data Applications Focused Course Program

103 年 4 月 10 日系務會議通過

103 年 4 月 21 日院務會議通過

103 年 5 月 15 日教務會議通過

Passed at Department Affairs Committee Meeting on April 10, 2014

Passed at School affairs Committee Meeting on April 21, 2014

Passed at Academic Affairs Committee Meeting on May 15, 2014

- 一、 本院為培養具有備新媒體數據創新應用加值能力之人才，依據「銘傳大學跨院系所學分學程設置辦法」訂定「新媒體數據加值學分學程」實施細則（以下簡稱本細則）。

In accordance with Ming Chuan University Procedures for Establishing Inter-school and Inter-department Focused Course Programs, the Enforcement Rules for New Media Big Data Applications Focused Course Program (hereinafter called this program) were established to cultivate talents equipped with new media data innovation and application abilities.

- 二、 本學程由本院相關學系教師 3 至 5 人組成學程委員會，由委員互推一人擔任召集人，學程委員會負責學程課程規劃。

The program committee of this program consists of 3 to 5 members from among faculty members of relevant departments under the School of Communication. One member shall be elected as the convener by and from the entire membership of the committee. Program committee conducts the planning of program courses.

- 三、 本學程業務承辦單位為本院新媒體暨傳播管理學系。

The responsible unit for this program is Department of New Media and Communication Administration of the School of Communication.

四、本學程應修科目學分表應經各級課程委員會及教務會議審核通過，校長核定後實施。

The required credit list should be reviewed and passed by curriculum committees of all levels and the Academic Affairs Committee, and implemented after being approved by the president

五、本校大學部學生應透過本校網路學生事務系統申請，經核可後成為本學程學員。

All undergraduate students of Ming Chuan University can apply for this program through MCU Student Information System and be admitted upon approval.

六、修讀本學程之學生應修讀完成至少 20 學分課程，其中至少應有 6 學分不屬於原學系、組、學位學程及輔系之科目。完成前述學分者，經審核無誤並報請校長核准後，由學校發給學分學程證明書。

Students must complete 20 credit hours. Among them, at least 6 credits shall come from the outside of the departments of the student's major and minor. After the completed credits are reviewed, then approved by the president, the certificate will be issued by the university.

七、修讀本學程學生，已符合原學系畢業資格但尚未修滿學程規定之科目與學分者，除修習教育學程得依「大學設立師資培育中心辦法」規定申請延長修業年限外，修習其他學分學程者仍依大學法等規定，不得延長其修業年限。

With the exception of students in the Teacher Education Program who are eligible to extend their study period in accordance with regulations outlined in Procedures for Establishing Teacher Education Centers, if students taking the program related to these Rules meet the requirements for graduation in their original department or graduate program but have not completed the credits required for the program, they are limited by regulations outlined in University Law and may not extend the number of years required for graduation.

八、本院依本校相關法規定定期評估本學程實施結果，其評估標準包含學生申請數、取得證書數及學生滿意度等；並得依其評估結果修正或終止本學程。

The Program will be reviewed periodically by School of Communication, including the number of applicants, certificates obtained, and students' satisfaction levels. Revision or termination of programs should be made according to the assessment results.

九、 本細則未規定事宜，悉依本校學則及有關法令規定辦理。

Matters not covered in these Rules will be dealt with in accordance with the General Provisions for Study which have been established at this institution, and other relevant regulations.

十、 本細則經系、院務會議及教務會議通過，報請校長核定後公告實施，修正時亦同。

Upon being passed at Department Affairs Committee Meeting, School Affairs Committee Meeting and Academic Affairs Committee Meeting and approved by the president, these enforcement rules were announced and implemented. Any revision must follow the same procedures.

**\*\*In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail.\*\***

## 附件 4 Appendix 4

### 銘傳大學新媒體暨傳播管理學系『新媒體數據加值學程』課程架構表

#### Ming Chuan University Department of New Media and Communication Administration New Media Big Data Applications Focused Course Program Curriculum

課程類型 Course Type	課程名稱 Course Name	學分數 Credits	備註 Remarks
必修 Required	傳播統計學 Statistics in Communication Research	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV
必修 Required	資料探勘 Data Mining	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing
必修 Required	大數據分析 Big Data Analysis	2	新傳系 New Media and Communication Management
必修 Required	經濟學 Economics	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV

選修 Elective	廣告學 Advertising	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV
選修 Elective	傳播研究方法(一) Communication Research Methods I	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV
選修 Elective	傳播研究方法(二) Communication Research Methods II	2	新傳系 New Media and Communication Management、新聞系 Journalism、廣銷系 Advertising and Strategic Marketing、廣電系 Radio and TV
選修 Elective	顧客關係管理 Customer Relations Management	2	新傳系 New Media and Communication Management、廣銷系 Advertising and Strategic Marketing
選修 Elective	新媒體行銷 New Media Marketing	2	新傳系 New Media and Communication Management、廣銷系 Advertising and Strategic Marketing
選修 Elective	電子商務 Electronic Commerce	2	新傳系 New Media and Communication Management、新聞系 Journalism

選修 Elective	資訊檢索 Information Retrieval	2	新傳系 New Media and Communication Management
選修 Elective	雲端應用 Cloud Applications	2	新傳系 New Media and Communication Management
選修 Elective	媒體行銷管理 Media Marketing Management	2	新傳系 New Media and Communication Management
選修 Elective	行銷原理 Principles of marketing	2	廣銷系 Advertising and Strategic Marketing
選修 Elective	消費者洞悉 Consumer Insights	2	廣銷系 Advertising and Strategic Marketing
選修 Elective	整合行銷傳播 Integrated Marketing Communications	2	廣銷系 Advertising and Strategic Marketing
選修 Elective	廣告文案 Advertising Copy Writing	2	廣銷系 Advertising and Strategic Marketing
選修 Elective	廣告行銷研究 Advertising Marketing Research	2	廣銷系 Advertising and Strategic Marketing
選修 Elective	資料新聞學 Data Journalism	2	新聞系 Journalism

備註：修讀本學程之學生應修讀完成至少 20 學分課程，其中必修 8 學分、選修 12 學

分，且至少應有 6 學分不屬於學生原學系、組、學位學程及輔系之科目。

**Note:** Students must complete 20 credit hours, among which, 8 are required courses and 12 are elective credits; at least 6 credits shall come from the outside of the departments of the student's major and minor.