

Ming Chuan University Department of New Media and Communication Administration (undergraduate Program)  
Course Outline for all students entering in 2017

CS2 COUR N	CS2 COUR 2	F10 ENM	CS2 LEVEL	CS2 SEM
00123	中國文學鑑賞與創作(一)	Chinese Literature: Appreciation and Creative Writing I	1	1
00124	中國文學鑑賞與創作(二)	Chinese Literature: Appreciation and Creative Writing II	1	2
01106	應用英文(一)	Practical English I	1	1
01107	應用英文(二)	Practical English II	1	2
01206	應用英文(三)	Practical English III	2	1
01207	應用英文(四)	Practical English IV	2	2
01306	商務溝通英文(一)	English for Business Communication I	3	1
01307	商務溝通英文(二)	English for Business Communication II	3	2
01406	職場應用英文(一)	Practical English for Professionals I	4	1
01407	職場應用英文(二)	Practical English for Professionals II	4	2
36134	資訊科技：辦公室應用	Applied Information Technology : Office Software	1	1
36135	資訊科技：資料處理	Applied Information Technology : Data Processing	1	2
00121	體育(壹)	Physical Education I	1	1
00122	體育(貳)	Physical Education II	1	2
00221	體育(參)	Physical Education III	2	1
00222	體育(肆)	Physical Education IV	2	2
00321	體育(伍)	Physical Education V	3	1
00322	體育(陸)	Physical Education VI	3	2
29120	多媒體基本應用	Multimedia basic Technology	1	1
29121	多媒體進階應用	Multimedia advanced Technology	1	2
29421	論文寫作	Thesis Writing	3	2
29422	畢業論文	Graduation Thesis	4	1
32101	視覺傳播	Visual Communication	1	1
33215	傳播原理(一)	Principles of Communication I	2	1
33216	傳播原理(二)	Principles of Communication II	2	2
33250	傳播研究方法(一)	Communication Research Methods I	2	1
33251	傳播研究方法(二)	Communication Research Methods II	2	2
33328	傳播實務(一)	Communication Practice I	3	1
33329	傳播實務(二)	Communication Practice II	3	2
34111	廣告學	Advertising	1	1
34112	公共關係	Public Relations	1	2
34114	攝影實務	Practices in Photography	1	1
29122	傳播產業概論	Introduction to Communication Industry	1	2
29213	匯流與媒介組織管理	Convergence and Management in Media Organization	2	1
29221	2D動畫	2D Animation	2	1
29222	3D繪圖	3D Object Design	2	2
29223	媒體行銷管理	Media Marketing Management	2	1
29251	財報閱讀與分析	Reading and Analysis of Financial Statements	2	2
29307	電腦繪圖	Computer Graphics	2	1
29311	網頁設計	Web Design	3	2

29313	媒介組織人才管理	Human Resource Management in Media Organization	3	2
29314	媒體財務管理	Media Financial Management	3	1
29360	數位特效製作	Digital Production	3	1
29363	資料探勘	Data Mining	2	2
29415	專題講座	Special Lecture Series	3	2
29468	大數據分析	Big Data Analysis	4	1
34341	傳播統計學	Statistics in Communication Research	2	2
29473	國際傳播	International Communication	4	2
32102	電子媒介概論	Introduction to Electronic Media	1	2
29256	新媒體行銷	New Media Marketing	2	2
29257	專案企劃實務	Practice on Project Planning	2	2
29258	多媒體市場調查	Multimedia Market Analysis	2	2
29309	電子商務	Electronic Commerce	3	1
29369	互動式資料庫應用設計	Interactive Database Application Design	3	1
29455	顧客關係管理	Customer Relationship Management	3	1
29153	新媒體概論	Introduction to new media	1	1
33131	新聞採訪寫作（一）	News Reporting and Writing I	1	1
33132	新聞採訪寫作（二）	News Reporting and Writing II	1	2
29359	互動程式設計	Inter Active Programming	4	2
29414	資訊檢索	Information Retrieval	3	2
29423	3D動畫設計	3D Animation Design	4	1
29424	造型角色設計	Animation Modeling Design	4	2
29464	傳播政策與法規	Media Policy and Regulation	4	1
29467	雲端運用	Cloud Application	3	2
29365	媒介市場策略研究	Studies on Media Marketing Strategies	3	1
29366	文化創意產業管理	Culture and Creative Industries Management	3	2
29367	新媒體頻道策展	New Media Program Curation	3	2
29461	危機傳播管理	Crisis Communication Management	2	1
29152	企業概論	Introduction to Business	1	2
29368	溝通技巧	Communication Skill	3	1
32242	社會學	Sociology	2	1
33212	政治學	Politics	2	2
34130	經濟學	Economics	1	1
34131	心理學	Psychology	1	2
29471	媒體實習（一）	Media Internship I	4	1
29472	媒體實習（二）	Media Internship II	4	2
29474	電商創業實作專題	Seminar for E-commerce	4	2
29371	社群網站營運管理專題	Special Topics on social media operating	3	2
29372	電子商務法規	Legal Issues on E-Commerce	3	2
29373	電商資料系統分析	Analysis of E - commerce Information System	3	1
29475	人工智慧媒體應用	Artificial intelligence in Communications Applications	3	1
29374	全媒體敘事	Omnimedia Storytelling	3	1
29375	全媒體創作	<b>Omnimedia creation</b>	3	2

<p>Graduation Requirements :</p>	<p>1. In accordance with the General Provisions for Study, undergraduate students need to s basic competencies of English, Information Technology, Chinese, and Sports, and pass th  2. Students need to complete at least 12 General Education course credits. General Educ Science, and Natural Science. Each area is divided into two subcategories: core and exte subcategories within each area to be eligible for graduation. 3. The elective courses in this entered from 2017-18 academic year. 4. Credits taken as General Education electives and elective credits. 5. Extra General Education credits earned cannot be counted toward grac are related to the Communication field taken from among the General Education electives on credit waivers between the School of Communication and International College's Journ below. 8. All the courses listed on the course framework of each semester for the School ( name change) are the professional electives for the department. 9.The credits of interdisc diagram that can be regarded as the other department credits. 10. Introduction to New Me News Reporting and Writing II, Economics, Introduction to Business, Psychology, Sociolog students to take. However, students will not be required to retake the courses if they fail th</p>
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atisfactorily complete Service Learning, meet the university-wide  
re core competencies of their department to be eligible for graduation.  
ation courses are divided into three areas: Humanities, Social  
ned. Students need to take 1 two-credit course in both of the  
s course framework can be applied retroactively to students who  
d within the Teacher Education Program cannot waive professional  
uation, but can be recorded as accumulated credits. 6. Credits that  
; (eg. Media Literacy) cannot be counted toward graduation. 7. Details  
alism and Mass Communication Program are shown in the table  
or the department (including those listed prior to the department's  
iplinary focused course program are not included in course structure  
edia, Introduction to Electronic Media, News Reporting and Writing I,  
gy and Politics are nine elective courses that the Department requires  
em and this will not affect their eligibility for graduation.