

**Ming Chuan University Department of New Media and Communication Administration  
(undergraduate Program)**

**Courses Outline for All Students Entering in 2020 Academic Year**

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Ming Chuan Required Courses - Chinese Literature	00123	Chinese Literature Appreciation and Creative Writing (I)	Freshman	Previous	Required	2	2	2	0	First Semester	
Ming Chuan Required Courses - Chinese Literature	00124	Chinese Literature Appreciation and Creative Writing (II)	Freshman	Next	Required	2	2	2	0	Second Semester	
Ming Chuan Required Courses - English	01108	Practical English (I)	Freshman	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses - English	01109	Practical English (II)	Freshman	Next	Required	0	2	1	1	Second Semester	
Ming Chuan Required Courses -English	01208	Practical English (III)	Sophomore	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses -English	01209	Practical English (IV)	Sophomore	Next	Required	0	2	1	1	Second Semester	
Ming Chuan Required Courses -English	01306	Business Communication English (I)	Junior	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -English	01307	Business Communication English (II)	Junior	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -English	01406	Business Communication English (III)	Senior	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -English	01407	Business Communication English (IV)	Senior	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -Computer	36134	IT-Office Applications	Freshman	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -Computer	13285	Programming	Freshman	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -Physical Education	00121	Physical Education (I)	Freshman	Previous	Required	0	2	2	0	First Semester	

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Ming Chuan Required Courses -Physical Education	00122	Physical Education ( II )	Freshman	Next	Required	0	2	2	0	Second Semester
Ming Chuan Required Course -Physical Education	00221	Physical Education ( III )	Sophomore	Previous	Required	0	2	2	0	First Semester
Ming Chuan Required Course -Physical Education	00222	Physical Education ( IV )	Sophomore	Next	Required	0	2	2	0	Second Semester
Ming Chuan Required Courses -Physical Education	00321	Physical Education ( V )	Junior	Previous	Required	0	2	2	0	First Semester
Ming Chuan Required Courses -Physical Education	00322	Physical Education ( VI )	Junior	Next	Required	0	2	2	0	Second Semester
Professional Required Courses	32101	Visual Communication	Sophomore	Previous	Required	2	2	2	0	Second Semester
Professional Required Courses	29120	Multimedia Basic Technology	Freshman	Previous	Required	2	2	2	0	First Semester
Professional Required Courses	29121	Multimedia Advanced Technology	Freshman	Next	Required	2	2	2	0	Second Semester
Professional Required Courses	33215	Principles of Communication ( I )	Sophomore	Previous	Required	2	2	2	0	First Semester
Professional Required Courses	33216	Principles of Communication ( II )	Sophomore	Next	Required	2	2	2	0	Second Semester
Professional Required Courses	33250	Communication Research Methods ( I )	Sophomore	Previous	Required	2	2	2	0	First Semester
Professional Required Courses	33251	Communication Research Methods ( II )	Sophomore	Next	Required	2	2	2	0	Second Semester
Professional Required Courses	33328	Communication Practices ( I )	Junior	Previous	Required	3	3	3	0	First Semester
Professional Required Courses	33329	Communication Practices ( II )	Junior	Next	Required	3	3	3	0	Second Semester





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Professional Elective Courses	29258	Multimedia Market Analysis	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29309	Electronic Commerce	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29473	International Communication	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29475	Artificial Intelligence Media Application	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29359	Iterative Programming	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29424	Animation Modeling Design	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29455	Customer Relationship Management	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29369	Interactive Database Application Design	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29374	Omnimedia Storytelling	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29375	Omnimedia Creation	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29414	Information Retrieval	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29467	Cloud Application	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29423	3D Animation Design	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29464	Media Policy and Regulation	Senior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29471	Media Internship I	Senior	Previous	Elective	2	2	2	0	First Semester	

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Professional Elective Courses	29472	Media Internship II	Senior	Next	Elective	2	2	2	0	Second Semester
Professional Elective Courses	29461	Crisis Communication Management	Sophomore	Previous	Elective	2	2	2	0	First Semester
Professional Elective Courses	29365	Studies on Media Marketing Strategies	Junior	Previous	Elective	2	2	2	0	First Semester
Professional Elective Courses	29366	Culture and Creative Industries Management	Junior	Next	Elective	2	2	2	0	Second Semester
Professional Elective Courses	29367	New Media Program Curation	Junior	Next	Elective	2	2	2	0	Second Semester
Professional Elective Courses	29368	Communication Skill	Junior	Previous	Elective	2	2	2	0	First Semester
Professional Elective Courses	29372	Legal Issues on E-Commerce	Junior	Previous	Elective	2	2	2	0	First Semester
Professional Elective Courses	29371	Special Topics on Social Media Operating	Junior	Next	Elective	2	2	2	0	Second Semester
Professional Elective Courses	29474	Seminar for E-commerce	Senior	Next	Elective	2	2	2	0	Second Semester
Professional Elective Courses	31488	Seminar for Workplace Practices	Senior	Next	Elective	2	2	2	0	Second Semester
Professional Elective Courses	32102	Introduction to Electronic Media	Freshman	Next	Elective	2	2	2	0	Second Semester

Total Graduate Credit:128	Total Ming Chuan Required Courses Credit:16
Total General Education Courses Credit:12	Total Professional Required Courses Credit:60
Total Professional Elective Courses Credit:40	Admitted Other Department Credit:20

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**Study Regulations**

1. In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.
2. Students need to complete at least 12 General Education course credits. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take 1 two-credit course in both of the subcategories within each area to be eligible for graduation.
3. The elective courses in this course framework can be applied retroactively to students who entered from 2019-2020 academic year.
4. Extra General Education credits earned cannot be counted toward graduation, but can be recorded as accumulated credits.
5. Credits that are related to the Communication field taken from among the General Education electives (eg. Media Literacy) cannot be counted toward graduation.
6. Credits taken as General Education electives and within the Teacher Education Program cannot waive professional elective credits.
7. All the courses listed on the course framework of each semester for the School or the department (including those listed prior to the department's name change) are the professional electives for the department. cannot be counted toward graduation.
8. The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.
9. Details on credit waivers between the School of Communication and International College's Journalism and Mass Communication Program are shown in the table below.
10. Introduction to New Media, News Reporting and Writing I, News Reporting and Writing II, Economics, Psychology, Introduction to Business, Sociology, Politics are eight elective courses that the Department requires students to take. However, students will not be required to retake the courses if they fail them and this will not affect their eligibility for graduation.
11. Media Internship I, Media Internship II and Seminar for Workplace Practices offered by various departments of the School of Communication are recorded as professional elective courses.