

## 中國文化大學商學院行銷學士學位學程 必修科目表

115 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        | 校本課程                                                                                                                                  | 2    | 1      |      |      |      |      | 1 |     |   |     |  |
|             | 國文                                                                                                                                    | 4    | 2      | 2    |      |      |      |   |     |   |     |  |
|             | 外文：閱讀與聽講（一）                                                                                                                           | 3    | 1.5    | 1.5  |      |      |      |   |     |   | 三選一 |  |
|             | 外文：閱讀與聽講（二）                                                                                                                           | 3    |        |      | 1.5  | 1.5  |      |   |     |   |     |  |
|             | 跨域專長                                                                                                                                  | 12   |        |      | 6    | 6    |      |   |     |   |     |  |
|             | 人文學科領域                                                                                                                                | 4    | 4      | 4    |      |      |      |   |     |   |     |  |
|             | 自然科學與數學領域                                                                                                                             | 4    |        |      |      |      |      |   |     |   |     |  |
| 共同科目        | 體育                                                                                                                                    | 0    | 0      | 0    | 0    | 0    |      |   |     |   |     |  |
| 通識及共同必修學分合計 |                                                                                                                                       | 32   | 8.5    | 7.5  | 7.5  | 7.5  |      | 1 |     |   |     |  |
| 院必修         | (3245)國際企業管理                                                                                                                          | 3    |        |      |      |      |      |   | 3   |   |     |  |
| 專業必修科目      | (4001)會計學                                                                                                                             | 3    | 3      |      |      |      |      |   |     |   |     |  |
|             | (4009)統計學                                                                                                                             | 3    | 3      |      |      |      |      |   |     |   |     |  |
|             | (1606)普通心理學                                                                                                                           | 3    | 3      |      |      |      |      |   |     |   |     |  |
|             | (L330)進階簡報設計                                                                                                                          | 2    | 2      |      |      |      |      |   |     |   |     |  |
|             | (L331)Python 在行銷                                                                                                                      | 3    | 3      |      |      |      |      |   |     |   |     |  |
|             | (4051)行銷管理                                                                                                                            | 4    | 2      | 2    |      |      |      |   |     |   |     |  |
|             | (3036)經濟學                                                                                                                             | 3    |        | 3    |      |      |      |   |     |   |     |  |
|             | (L332)行銷美學素養                                                                                                                          | 2    |        | 2    |      |      |      |   |     |   |     |  |
|             | (4026)企業管理                                                                                                                            | 2    |        | 2    |      |      |      |   |     |   |     |  |
|             | (L493)行銷創新與創意思考                                                                                                                       | 2    |        | 2    |      |      |      |   |     |   |     |  |
|             | (L334)促銷管理                                                                                                                            | 3    |        |      | 3    |      |      |   |     |   |     |  |
|             | (L494)零售與通路管理                                                                                                                         | 2    |        |      | 2    |      |      |   |     |   |     |  |
|             | (L336)邏輯學在行銷                                                                                                                          | 4    |        |      | 2    | 2    |      |   |     |   |     |  |
|             | (L337)財務管理概論                                                                                                                          | 2    |        |      |      | 2    |      |   |     |   |     |  |
|             | (I507)消費者心理學                                                                                                                          | 3    |        |      |      | 3    |      |   |     |   |     |  |
|             | (3041)商事法                                                                                                                             | 2    |        |      |      |      | 2    |   |     |   |     |  |
|             | (L338)新產品發展策略                                                                                                                         | 2    |        |      |      |      | 2    |   |     |   |     |  |
|             | (I265)廣告學                                                                                                                             | 2    |        |      |      |      | 2    |   |     |   |     |  |
|             | (A088)品牌管理                                                                                                                            | 3    |        |      |      |      | 3    |   |     |   |     |  |
|             | (M478)ESG 企業倫理                                                                                                                        | 2    |        |      |      |      |      | 2 |     |   |     |  |
|             | (L340)服務行銷                                                                                                                            | 2    |        |      |      |      |      | 2 |     |   |     |  |
|             | (I275)公共關係                                                                                                                            | 2    |        |      |      |      |      | 2 |     |   |     |  |
|             | (8381)策略管理                                                                                                                            | 3    |        |      |      |      |      |   | 3   |   |     |  |
|             | (L341)定價策略                                                                                                                            | 2    |        |      |      |      |      |   | 2   |   |     |  |
|             | 專業必修學分合計                                                                                                                              |      | 64     | 16   | 11   | 7    | 7    | 9 | 6   | 8 |     |  |
|             | 必修學分總計                                                                                                                                |      | 96     | 24.5 | 18.5 | 14.5 | 14.5 | 9 | 7   | 8 |     |  |
|             | 最低畢業學分數                                                                                                                               |      | 128 學分 |      |      |      |      |   |     |   |     |  |
| 其他修業規定：     |                                                                                                                                       |      |        |      |      |      |      |   |     |   |     |  |
| 全球競爭力檢定     | 通過全球競爭力檢定，依本校「學士班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。<br><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>       |      |        |      |      |      |      |   |     |   |     |  |

## Culture University, Required Courses List, Bachelor Program of Marketing

Effective for Students Enrolled in and from the 2026 Academic Year

[illegible]

| 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) |        |
| Professional Ethics/<br>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> ." |              |                    |                    |                    |                    |                    |                    |                    |                    |        |