

中國文化大學 新聞暨傳播學院 廣告學系 必修科目表

115 學年度起入學新生適用

必修類別	科目名稱		規定	一年級		二年級		三年級		四年級		備註		
			學分	上	下	上	下	上	下	上	下			
通識科目	校本課程		2	1					1			三選一		
	國文		4	2	2									
	外文：閱讀與聽講(一)		3	1.5	1.5									
	外文：閱讀與聽講(二)		3			1.5	1.5							
	跨域專長		12			6	6							
	人文、文明思想和藝術領域		4	4	4									
	自然科學與數學領域		4											
共同	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	(7318)傳播理論		3			3								
	(1271)傳播研究方法		2				2							
	(N092)傳播統計與 AI 應用		2				2							
專業必修科目	(7319)廣告學概論		4	2	2									
	(7321)行銷原理		4	2	2									
	(4699)消費行為廣告心理		4			2	2							
	(7707)創意原理		2				2							
	(****)廣告 AI 科技整合應用		2			2								
	(7490)廣告策略與企劃		4					2	2					
	(7313)廣告專題講座		4					2	2					
	(7658)畢業製作		6							3	3			
(C120)傳播倫理與法規		2								2				
專業必修合計			39	4	4	7	8	4	4	3	5			
專業學群必修科目	A	廣告策略企劃學群	(3712)整合行銷傳播	2			2					1. 畢業學分內須含任兩個完整學群科目。 2. 除必修兩學群，額外修習之學群科目，轉認列為選修學分。		
		B	廣告表現創作學群	(7777)設計基本原理	2	2								
			C	創意產業行銷學群	(D335)文化創意產業概論	2		2						
	C			創意產業行銷學群	(D338)創意產業行銷與實務	2					2			
		C		創意產業行銷學群	(D179)創意產業專題	2							2	
			C	創意產業行銷學群	(D335)文化創意產業概論	2		2						
	C			創意產業行銷學群	(D338)創意產業行銷與實務	2					2			
		C		創意產業行銷學群	(D179)創意產業專題	2							2	
專業必修學分合計			專業必修及任兩個完整專業學群必修		51 學分									
必修學分總計			通識及共同必修、專業必修、任兩個完整專業學群	83	12.5	11.5	16.5	15.5	6	5	5	5		
		14.5			11.5	16.5	17.5	4	5	3	5			
		12.5			13.5	14.5	15.5	6	7	3	5			
最低畢業學分數				128 學分										
說明		1. 畢業學分中，除校定共同必修目及專業必修科目外，本系學生每人必須於廣告系所開立之三學群中任選修兩個學群，始可畢業。 2. 畢業學分可承認外系專業課程為選修學分，至多承認 18 學分。 3. 須配合課程完成專業實習及畢業製作公開展出，始可畢業。												
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。 https://reg.pccu.edu.tw/
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。 https://cur.pccu.edu.tw/
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。 https://activity.pccu.edu.tw/

Chinese Culture University, Required Courses List,
Department of Advertising , College of Journalism and Communication

Effective for Students Enrolled in and from the 2026Academic Year

Effective for Students Enrolled in and from the 2020 Reading Year												
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)	
Required Courses												
General Required Courses	SCHOOL—BASED CURRICULUM		2	1					1			
	CHINESE		4	2	2							
	ENGLISH READING AND CONVERSATION(1)		3	1.5	1.5							Choose 1 of 3 Courses
	ENGLISH READING AND CONVERSATION(2)		3			1.5	1.5					
	INTERDISCIPLINARY PROGRAM		12			6	6					
	ART AND HUMANITIES		4	4	4							
	NATURAL SCIENCES AND MATHEMATICS		4									
Common Courses	PHYSICAL EDUCATION		0	0	0	0	0					
Total General and Common Courses Credits			32	8.5	7.5	7.5	7.5		1			
Required Courses by College	(7318)COMMUNICATION THEORIES		3			3						
	(1271) RESEARCH METHODS IN COMMUNICATION		2				2					
	(N092) AI Applying on Communication Statistics		2				2					
Required Courses by Department	(7319) INTRODUCTION TO ADVERTISING		4	2	2							
	(7321) PRINCIPLE of MARKETING		4	2	2							
	(4699) CONSUMER BEHAVIOR & ADVERTISING PSYCHOLOGY		4			2	2					
	(7707) PRINCIPLE OF CREATIVITY		2				2					
	() AI-Driven Advertising Integration		2			2						
	(7490) ADVERTISING STRATEGY & PLANNING		4					2	2			
	(7313) LECTURE on ADVERTISING SPECIAL TOPICS		4					2	2			
	(7658) GRADUATION PRODUCTION		6							3	3	
	(C120) ETHIC AND LAW IN COMMUNICATION		2								2	
	Total Required Credits			39	4	4	7	8	4	4	3	5
Required Courses by Professional Concentration	Advertising Strategy and Planning Concentration	(3712) INTEGRATED MARKETING COMMUNICATION	2			2						1. Graduation credits must include two concentrations.
		(C564) MEDIA PLAN	2				2					
		(4182)	2							2		

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)			
		MARKETING RESEARCH										2. In addition to the two concentrations, the additional concentration courses will be recognized as elective credits.		
	B Advertising Creativity and Production Concentration	(7777)FOUNDAMENTAL PRINCIPLE OF GRAPHIC DESIGN	2	2										
		(3711) PRINCIPLE OF VISUAL COMMUNICATION	2			2								
		(3398) ADVERTISING LAYOUT AND DESIGN	2				2							
	C Creative Industry Marketing Concentration	(D335) INTRODUCTION OF CULTURAL AND CREATIVE INDUSTRY	2		2									
		(D338) MARKETING AND PRACTICE OF CREATIVE INDUSTRY	2					2						
		(D179) SPECIAL TOPICS OF CREATIVE INDUSTRY	2						2					
	Total Credits of Required Subjects		Graduation credits must include two concentrations.		51									
	Total Required Credits	Graduation credits must include two concentrations.		83	12.5	11.5	16.5	15.5	6	5	5		5	
					14.5	11.5	16.5	17.5	4	5	3		5	
12.5					13.5	14.5	15.5	6	7	3	5			
Minimum Graduation Credits			128											
Requirements	1-In addition to the college and department required compulsory courses, student must choose two concentrations before graduation. 2-Other department courses can be recognized as elective credits; however, the maximum recognizable credits are 18 credits. 3-Students must complete professional internship and graduation productions for public exhibition before graduation.													
Other provisions of graduate requirements :														
Global competitiveness	Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information. Section at https://reg.pccu.edu.tw/													
Professional Ethics/ 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: https://cur.pccu.edu.tw/													
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 https://activity.pccu.edu.tw/													