

國立中興大學行銷學系跨域專長課程必修科目表

National Chung Hsing University Department of Marketing Cross-Disciplinary Expertise Required Courses Table for Students Pursuing Marketing Disciplinary Expertise Program

本表適用於 113 學年度(含)以後申請之學生

This form is for students who applied after 2024

修習對象：■ 學士班 □ 進修學士班

Eligible applicants: ■ Bachelor □ Extension Education Program

類別 Category	項次 No.	科目名稱 Course Title	學分 Credits	全/半 Full academic year / Half academic year	開課系所 Offering department	備註 Notes
本系跨域課程 (30 學分) 修畢於畢業證 書加註『跨域 專長：行銷學 系』 Interdisciplinary courses of our department (30 credits) Upon completion, the graduation certificate will include the annotation "Interdisciplinary Expertise: Marketing Department."	(1)	電子商務 Electronic Commerce	3	半 Half	行銷學系 Department of Marketing	最低應修 30 學分 At least 30 credits must be completed
	(2)	連鎖企業管理 Chain Business Management	3	半 Half		
	(3)	迴歸分析 (進階課程) Regression Analysis (Advanced Course)	3	半 Half		
	(4)	商情預測 Business Forecasting	3	半 Half		
	(5)	通路策略 Channel Strategy	3	半 Half		
	(6)	物流管理 Logistics Management	3	半 Half		
	(7)	顧客關係管理 (進階課程) Customer Relationship Management (Advanced Course)	3	半 Half		
	(8)	商業談判 Commercial Negotiation	3	半 Half		
	(9)	當代英文論文寫作與簡報 (進階課程) Contemporary English Thesis Writing & Presentation (Advanced Course)	3	半 Half		
	(10)	消費者行為 Consumer Behavior	3	半 Half		
	(11)	行銷研究(一) Marketing Research (I)	3	半 Half		
	(12)	品牌管理 Brand Management	3	半 Half		
	(13)	網路行銷 Internet Marketing	3	半 Half		
	(14)	創新與新產品管理 Innovation and New Product Management	3	半 Half		
	(15)	行銷管理(一) Marketing Management (I)	3	半 Half		
	(16)	組織行為與管理 Organizational Behavior and Management	3	半 Half		
	(17)	行銷資料分析與應用 Marketing Data Analysis and Application	3	半 Half		
	(18)	消費者決策 Consumer Decision Making	3	半 Half		
	(19)	廣告學 Advertising	3	半 Half		
	(20)	服務業行銷 Service Marketing	3	半 Half		
	(21)	定價策略(原價格策略) (進階課程) Pricing Strategy (Advanced Course)	3	半 Half		
	(22)	產品策略 Product Strategy	3	半 Half		
	(23)	企業經營與診斷 Business Management & Diagnosis	3	半 Half		

	(24)	策略行銷與管理 Strategic Marketing & Management	3	半 Half		
	(25)	企業行銷 Business Marketing	3	半 Half		
	(26)	作業研究 Operation Research	3	半 Half		
	(27)	企業概論 Introduction to Business	3	半 Half		
	(28)	採購策略 Procurement Strategy	3	半 Half		
	(29)	銷售管理(一) Sales Management (I)	3	半 Half		
	(30)	行銷 e 化實務專題 E-Marketing Implementation Seminar	3	半 Half		
	(31)	作業管理 Operations Management	3	半 Half		
	(32)	計量經濟學(一) (進階課程) Econometrics (I) (Advanced Course)	3	半 Half		
	(33)	供應鏈設計與管理 Supply Chain Design & Management	3	半 Half		
	(34)	運動行銷 Sports Marketing	3	半 Half		
	總學分 Total Credits		30			

備註：本表提供本校外系學生修讀。

Notes: This form is for students from other departments in our school.

學系(學程學程)承辦人：

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