

銘傳大學觀光學院『觀光傳播學分學程』課程架構表

Curriculum for Tourism Marketing Communication Course Program of the School of Tourism at Ming Chuan University

105年03月01日系務會議通過  
 105年03月08日院務會議通過  
 105年05月09日教務會議通過  
 105年10月04日系課會議修正通過  
 105年11月08日院課會議修正通過  
 105年11月24日教務會議通過

Passed at the Department Affairs Committee Meeting on March 1, 2016  
 Passed at the School Affairs Committee Meeting on March 8, 2016  
 Passed at the Academic Affairs Committee Meeting on May 9, 2016  
 Passed at the Department Affairs Committee Meeting on October 04, 2016  
 Passed at the School Affairs Committee Meeting on November 08, 2016  
 Passed at the Academic Affairs Committee Meeting on November 24, 2016

課程類型 (必或選修) Course Type	課程名稱 Course Name	開課 年級 Grade	學分數 Credits	備註 (院系別) Remarks (School/Department)
必修 基礎課程 Required Courses (Basic Subjects)	14219 觀光行銷管理 Tourism Marketing Management	二	3	觀光系 Tourism Dept.
	14222 消費者心理學 Consumer Psychology	二	3	
	19232 餐旅行銷 Marketing for Hospitality	二	3	餐旅系 Hospitality Management Dept
	19251 消費者行為 Consumer Behavior	二	3	
	18308 休憩活動設計 Programming in Leisure and Recreation	三	3	休憩系 Leisure and Recreation Management Dept.
	18253 環境解說導覽 Environment Interpretation and Guide	二	3	
必修 核心課程 Required Courses (Core Subjects)	14324 節慶活動規劃設計 Festival Planning and Activity Design	三	3	觀光系 Tourism Dept.
	14417 旅遊產品策略與行程設計 Product Strategy and Tour Design	四	3	
	14490 旅行業與媒體 Travel Industry and Media	四	3	
	19257 烘焙學(一) Baking Food I	二	3	餐旅系 Hospitality Management Dept
	19234 飲料管理(一) Beverage Management I	二	2	
	19261 飲食文化與餐飲美學 Dietary Culture and F&B Aesthetics	二	2	
	19359 餐旅創意與產品開發 Hospitality Creativity and Product Development	三	3	
	18256 休閒美學 Leisure Aesthetics	二	3	休憩系 Leisure and Recreation Management Dept.
	18255 休閒社會學 Leisure Sociology	二	3	
	18379 文創與休閒 Cultural Creative Industries and Leisure	三	3	
選修 Elective Courses (Advanced Subjects)	09381 影片製作 Fundamentals of Film Production	四	3	數媒系 Digital Media Design Dept.
	21262 攝影藝術 Art Photography	二	2	商設系 Commercial Design Dept.
	21340 廣告創意(一) Advertising Creativity I	三	2	

21350	廣告創意(二) Advertising Creativity II	三	2	
21388	文化創意產業 Cultural and Creative Industries	三	2	
32101	視覺傳播 Visual Communication	一	2	新聞系、廣告系、廣電系、傳管系 Journalism, Advertising and Strategic Marketing, Radio and TV, New Media and Communication Administration Dept.
32203	影視節目與編導 TV Program and Directing	二	2	廣電系 Radio and TV Dept.
32241	文宣影片製作 Commercials Film Production	二	2	
29455	顧客關係管理 Customer Relationship Management	三	2	傳管系 New Media and Communication Administration Dept.
34338	公關個案研究 Case Studies in Public Relations	三	2	廣告系 Advertising and Strategic Marketing Dept.
34340	新媒體行銷 New Media Marketing	三	2	
34324	文化創意行銷 Marketing in Creative and Cultural Industries	三	2	
33403	網路媒體企劃與製作 Internet Media Plan and Practice	四	2	新聞系 Journalism Dept.

備註：本學程學生於修業期間，必須修畢**必修基礎課程6學分+核心課程9學分+選修6學分，小計21學分**，(其中至少應有**6學分不屬於學生原學系之科目**)，經審查無誤後，由學校發給學分學程證明書。Students are required to complete 20 credits (6 credits among these courses should not be involved in his or her required courses.) During the years allotted, including 2 basic subjects, 2 core subjects and 3 advanced subjects. Students are able to receive the Travel Agency Management Focused Course Program Certificate after approval.