

114學年度日間碩士班傳播學院科目學分表

College of Communication

一、教育目標：

本院為提升碩士班學生在傳播藝術上能夠有更跨領域的學習與國際視野，結合學校的創校理念，整合藝術、文化與產業創意行銷構想，推動跨領域的學習。為此，本院在碩士班課程設計上彙整具思辨能力、傳播理論研究與媒體創作整合應用等介面，期待培養國際觀、創新及具領導能力之高階數位媒體創作應用及經營管理人才。

Drawing from the school's founding philosophy, the department integrated art, culture, and industrial creative marketing to foster a dynamic environment that encourages cross-disciplinary exploration so that our master's students have exposure to greater parts of the industry and a global perspective. Consequently, our college's master's degree curriculum empowers students to cultivate critical thinking skills, conduct research in communication theory, and apply innovative medical creation techniques. This comprehensive approach nurtures future leaders equipped with global perspectives, creativity, and leadership skills.

二、專業核心能力綱目

1. 專業學理知識
2. 創作資源整合與創新
3. 跨領域管理運用
4. 結合國際傳播發展趨勢

1. Professional academic knowledge
2. Integration and innovation of creative resources
3. Cross-domain management application
4. Combined with international communication development trends

三、修業規定：

- 1、本院學生至少需修習院共同選修課程3學分，及院外課程（含校外）3學分。
- 2、各系所之承認學分數依其規定之。

1. Students in this college need to take at least 3 credits of elective courses within the college and 3 credits of courses outside the college (including other universities).
2. The number of credits is recognized by each departments' regulations.

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院選修課程 college elective course																	
組別 section	類別 category	課程分 級編碼 course number	科目 course title	學分 credit	時數 hour	第一學年 Year 1		第二學年 Year 2		第三學年 Year 3		第四學年 Year 4		輔系 Minor	雙主修 double-major	補修 retake	備註 remarks
						上	下	上	下	上	下	上	下				
						fall	spring	fall	spring	fall	spring	fall	spring				
	碩院選修	COC503	流行與消費文化研究	3	3	3											
	Master College Optional		Cultural Studies on Popular and Consumption Cultures														
	碩院選修	COC501	專題講座	3	3	3											
	Master College Optional		Seminar														
	碩院選修	COC507	傳播專題 I	3	3	3											
	Master College Optional		Seminar on Communication Issues I														
	碩院選修	COC505	新媒體研究專題	3	3	3											
	Master College Optional		Special Topic on New Media														
	碩院選修	COC511	行動媒體之規劃與應用	3	3		3										
	Master College Optional		Planning and Practice of Mobile Media														

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						上	下	上	下	上	下	上	下				
						fall	spring	fall	spring	fall	spring	fall	spring				
	碩院選修	COC513	行銷公關	3	3		3										
	Master College Optional		Marketing and Public Relations														
	碩院選修	COC509	媒體與創意產業研究	3	3		3										
	Master College Optional		Media and Creative Industries														
	碩院選修	COC501	智慧財產權與合約談判	3	3	3	3										
	Master College Optional		IPR and Contract Negotiation														
	碩院選修	COC515	傳播專題 II	3	3		3										
	Master College Optional		Seminar on Communication Issues II														