

嶺東科技大學113學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2024

Department(系所別):Marketing and Logistics
Management(行銷與流通管理系碩士班)

College(學院):College of Business and Management(商
管學院)

Academic Year of Entrance(入學年):2024

Program:M.D. for Day Division(日間學制碩士班)

第一學年第一學期				
1st Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
行銷管理專題	International Marketing Management Seminar	R	3	3
研究方法	Research Methodology	R	3	3
文化創意行銷專題	Culture & Creative Marketing Seminar	E	3	3
服務行銷管理專題	The Topics of Service Marketing Management	E	3	3
消費者行為專題	Consumer Behavior Seminar	E	3	3
產品發展與管理專題	Products Development and Management Seminar	E	3	3
組織理論與管理	Organization theory and management	E	3	3
電子商務專題	Electronic Commerce Seminar	E	3	3
零售管理專題	Retailing Management Seminar	E	3	3
價格決策專題	Pricing Analysis Seminar	E	3	3
第一學年第二學期				
2nd Semester First Year				
科目名稱	Course Title	R/E	Credits	Hours
流通事業經營策略專題	Strategy Management Seminar of Distribution Industry	R	3	3
全球運籌管理專題	Global Logistics Management Seminar	E	3	3
物流管理專題	Logistics Management Seminar	E	3	3
國際行銷管理專題	International Marketing Management Seminar	E	3	3
策略行銷專題	Strategic Marketing Seminar	E	3	3
整合行銷溝通專題	Integrated Marketing Communications	E	3	3
顧客關係管理專題	Customer Relationship Management Seminar	E	3	3
數量方法	Numerical Method	E	3	3
綠色行銷專題	Green Marketing Seminar	E	3	3
第二學年第一學期				
1st Semester Second Year				
科目名稱	Course Title	R/E	Credits	Hours
碩士論文研討	M.S. Thesis Seminar	R	2	2
碩士論文(一)	M.S. Thesis I	R	3	3
行銷與流通經營實務	Marketing and Logistics Operating Practical	E	3	3
品牌管理專題	Brand Management Seminar	E	3	3
財務管理專題	Financial Management Seminar	E	3	3
第二學年第二學期				
2nd Semester Second Year				
科目名稱	Course Title	R/E	Credits	Hours
碩士論文(二)	M.S. Thesis II	R	3	3
通路策略與管理專題	Channel Strategy and Management Seminar	E	3	3
數位行銷專題	Digital Marketing Seminar	E	3	3

備註:R=Required;E=Elective

Regulations

1. The minimum number of credits required for graduation is 32 credits (including 11 required credits, 15 elective credits, and 6 credits for the master's thesis).
2. The number of credits to be taken each semester is as follows: 6–16 credits in the first semester of the first year, and 3–16 credits in each of the remaining semesters.
3. Students are required to complete the academic ethics course offered by the Taiwan Academic Ethics Education Resource Center and obtain a passing certificate, or to participate in at least 6 hours of academic ethics-related training and obtain a certificate of completion. When applying for the master's thesis oral defense, students must submit proof of completion of one of the above requirements, and the application may be approved only after review.
4. Remedial course requirements: Thesis advisors have the authority to require students to take additional related courses. The credits earned from such remedial courses shall not be counted toward graduation requirements.
5. Graduate students, with the approval of the department chair, may take courses offered by other departments' master's programs as needed for their research. Credits earned from such courses may be recognized by the Department and counted toward professional elective credits upon review.
6. The course "Marketing and Distribution Management Practice" includes self-funded overseas off-campus learning activities.