

嶺東科技大學114學年度入學新生課程標準

Ling Tung University Curriculum Standards in effect since 2025

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

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

Academic Year of Entrance(入學年):2025

Program:Four-year B.D. for Day Division(日間學制四年制)

第一學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
中文閱讀與思考	Chinese Reading and Thinking	R	2	2
職涯與職能發展	Career and functional development	R	2	2
體育(一)	Physical Education I	R	2	2
英文(一)	English I	R	2	2
經濟學(一)	Economics I	R	3	3
創意思考	Creative Thinking	R	2	2
會計學(一)	Accounting I	R	3	3
行銷學	Marketing	R	3	3
商事法	Commercial Law	E	2	2
微積分(一)	Calculus I	E	2	2
基礎攝影	Basic Photography	E	2	2
第一學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
中文應用書寫表達	Application of Chinese	R	2	2
體育(二)	Physical Education II	R	2	2
英文(二)	English II	R	2	2
管理學	Management	R	3	3
會計學(二)	Accounting II	R	3	3
零售管理	Retail Management	R	3	3
微積分(二)	Calculus II	E	2	2
經濟學(二)	Economics II	E	3	3
基礎平面構成設計	Fundamental 2D Design	E	3	3
第二學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(一)	General Education I	R	2	2
職場英文	Workplace English	R	2	2
流通業管理	Distribution Management	R	3	3
消費者行為	Consumer Behavior	R	3	3
統計學(一)	Statistics I	R	3	3
人力資源管理	Human Resource Management	E	3	3
運輸管理	Transportation Management	E	3	3
文化創意產業	Cultural and Creative Industries	E	3	3
大數據分析	Big Data Analysis	E	3	3
時尚行銷	Fashion Marketing	E	3	3
智慧零售	Intelligent Retailing	E	3	3
全民國防教育(一)	National Defense Education I	E	2	2
第二學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(二)	General Education II	R	2	2
AI思維與應用	AI thinking and application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
人工智慧應用實務	AI application	R	3	3
行銷研究	Marketing Research	R	3	3
物流管理	Logistics Management	R	3	3
多益能力訓練	TOEIC Ability Training	E	2	2
財務報表分析	Financial Statement Analysis	E	3	3
國際行銷管理	International Marketing Management	E	3	3
統計學(二)	Statistics II	E	3	3
電子商務	Electronic Commerce	E	3	3
行銷英文	Marketing English	E	3	3
商圈研究與展店企劃	Business Area Research and Store Planning	E	3	3

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服務行銷	Service Marketing	E	3	3
全民國防教育(二)	National Defense Education II	E	2	2
第三學年第一學期	1st Semester Third Year			
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
專業英文	English for Specific PurposesESP	R	2	2
市場調查	Market Research	R	3	3
綠色行銷	Green Marketing	R	3	3
品牌管理	Brand Management	E	3	3
網路行銷	Internet Marketing	E	3	3
企業資源規劃	Enterprise Resource Planning	E	3	3
整合行銷溝通	Integration of Marketing Communication	E	3	3
倉儲管理	Warehouse Management	E	3	3
廣告設計與實作	Advertising Design and Implementation	E	3	3
第三學年第二學期	2nd Semester Third Year			
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(四)	General Education IV	R	2	2
綠色創新與企業永續	Green Innovation and Corporate Sustainability	R	3	3
行銷企劃實作	Marketing Planning	R	3	3
行銷與流通管理科技應用	Marketing and Logistics Technology Application	R	3	3
實務專題(一)	Project SeminarI	R	3	3
產品發展與管理	Products Development and Management	E	3	3
統計套裝軟體應用	Statistical Computer Softwares	E	3	3
通路策略與管理	Channel Strategy and Management	E	3	3
策略行銷	Strategic Marketing	E	3	3
價格決策分析	Pricing Analysis	E	3	3
顧客關係管理	Customer Relationship Management	E	3	3
第四學年第一學期	1st Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
商管專業實習	Business and Management Practicum	R	1	1
行銷與流通管理個案實習	Case Study for Marketing and Logistics Internship	R	2	2
實務專題(二)	Project SeminarII	R	3	3
第二外國語文(一)	The Second Foreign LanguageI	E	2	2
休閒與觀光事業管理	Leisure and Tourism Management	E	2	2
創業管理	Entrepreneurship Management	E	3	3
物流中心營運實務	Operations and Management of Logistics Center	E	3	3
商業智慧軟體應用	Business Intellectual Software Application	E	3	3
商業法規	Business Law	E	3	3
會議與展覽行銷管理	Convention and Trade Show Management	E	3	3
決策分析與管理	Decision Analysis and Management	E	3	3
商店規劃與設計	Planning and design of franchise store	E	3	3
第四學年第二學期	2nd Semester Fourth Year			
科目名稱	Course Title	R/E	Credits	Hours
商務談判	Commercial Negotiation	E	2	2
國際禮儀	International Etiquette Practice	E	2	2
智慧財產權法	Intellectual Property Law	E	2	2
第二外國語文(二)	The Second Foreign LanguageII	E	2	2
職場整體造型設計	Stylist Design	E	2	2
連鎖事業管理	Chain Store and Franchises Management	E	3	3
虛擬商店實作	Virtual Store Practices	E	3	3
門市管理實作	Store Management Implementation	E	3	3
行銷與流通實務實習	Marketing and Distribution Practice Internship	E	3	3

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行銷與流通產業實習	Marketing and Industry Practice Internship	E	3	3
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備註:R=Required;E=Elective

Regulations

1. The total number of credits required for graduation is 128, including 28 university-required credits, 9 college-required credits, 57 department-required credits, and 34 professional elective credits.
2. Students in their first to third years may take 16–25 credits per semester, while fourth-year students may take 9–25 credits. Detailed regulations are governed by the University Academic Regulations.
3. In accordance with the University's implementation guidelines for Chinese proficiency, English proficiency, information technology competency, and physical fitness, students must pass all required assessments to be eligible for graduation.
4. Students must meet the standards set forth in the Department's Professional Competency Assessment Guidelines in order to graduate. Information technology certifications obtained through passing the University's Information Literacy Assessment may be recognized by the Department as foundational workplace information application certifications.
5. Students may take courses offered by other departments that are not available in this department. Upon departmental approval, up to 15 credits (including interdisciplinary program credits) may be counted toward professional elective credits. Students may also take courses at other universities, limited to one course. Credits earned will be included in the calculation of external elective credits. Inter-institutional enrollment shall follow the University's "Implementation Guidelines for Inter-Institutional Course Selection."
6. Students participating in the Ministry of National Defense Reserve Officers' Training Corps (ROTC) who have completed required training and obtained certification may apply for exemption from internship courses, up to a maximum of 10 credits. Students applying for a full-semester internship exemption must complete registration and enroll in at least one course during that semester.
7. The Department's Business Administration Professional Internship and Internship courses are generally based on 1 credit per 80 hours of student internship work.
8. The Department's Marketing and Distribution Industry Internship and Marketing and Distribution Practice Internship courses are limited to a maximum of 75 hours of student internship work per credit.