

# 嶺東科技大學112學年度入學新生課程標準

## Ling Tung University Curriculum Standards in effect since 2023

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):2023

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
基本勞作教育(一)	Labor Education I	R	0	2
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
基本勞作教育(二)	Labor Education II	R	0	2
英文(二)	English II	R	2	2
中文應用書寫表達	Application of Chinese	R	2	2
體育(二)	Physical Education 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
職場英文	Workplace English	R	2	2
博雅通識(一)	General Education I	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
文化創意產業	Cultural and Creative Industries	E	3	3
運輸管理	Transportation Management	E	3	3
智慧零售	Intelligent Retailing	E	3	3
時尚行銷	Fashion Marketing	E	3	3
大數據分析	Big Data Analysis	E	3	3
運動科學概論	Introduction to Exercise Science	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
數位應用	Digital Application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
博雅通識(二)	General Education II	R	2	2
行銷英文	Marketing English	R	3	3
服務行銷	Service Marketing	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
商圈研究與展店企劃	Business Area Research and Store Planning	E	3	3
國際行銷管理	International Marketing Management	E	3	3

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統計學(二)	Statistics II	E	3	3
電子商務	Electronic Commerce	E	3	3
財務報表分析	Financial Statement Analysis	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
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
廣告設計實作	Commercials design	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
行銷與流通管理科技應用	Marketing and Logistics Technology Application	R	3	3
行銷企劃實作	Marketing Planning	R	3	3
實務專題(一)	Project SeminarI	R	3	3
通路策略與管理	Channel Strategy and Management	E	3	3
產品發展與管理	Products Development 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
統計套裝軟體應用	Statistical Computer Softwares	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
實習	Internship	R	2	2
行銷與流通管理個案	Case Study for Marketing and Logistics	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
職場整體造型設計	Stylist Design	E	2	2
國際禮儀	International Etiquette Practice	E	2	2
第二外國語文(二)	The Second Foreign LanguageII	E	2	2
商務談判	Commercial Negotiation	E	2	2
行銷與流通實務實習	Marketing and Distribution Practice Internship	E	3	3
行銷與流通產業實習	Marketing and Industry Practice Internship	E	3	3
門市管理實作	Store Management Implementation	E	3	3
虛擬商店實作	Virtual Store Pratices	E	3	3

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, 54 department-required credits, and 37 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 per semester.

3. Students must satisfy the University's graduation requirements for Chinese proficiency, English proficiency, information literacy, physical fitness, and service learning in order to graduate.

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 when equivalent courses are not offered by this Department. Upon approval by the Department, up to 12 credits earned from such courses may be counted toward professional elective credits, while credits earned from interdisciplinary programs may be counted separately. Students may also take one course at another institution when equivalent courses are not offered by this Department, and the credits earned shall be included in the 12-credit limit for courses taken outside the Department.

6. Students participating in the Reserve Officers' Training Corps (ROTC) program who complete the required summer and winter training and obtain official certification may apply for waiver of the Department's internship courses and corresponding credits.

7. Students admitted to this Department in the 2022 academic year (111th academic year) through the sports performance admission pathway who successfully complete the Sports Health Management Program courses may have the credits counted toward graduation requirements. Among them, 15 credits of core courses in the program shall be recognized as Department-required courses, and 20 credits of elective courses shall be counted as professional elective credits of the Department.

8. The Department's Business Administration Professional Internship and Internship courses are generally based on 1 credit per 80 hours of student internship work.

## Regulations

9. 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.