

南開科技大學 109學年度 行銷與流通管理系 進修部四技 課程總表

Nankai University of Technology Course Catalog for the 109th Academic Year,College of Management, Department of Marketing and Logistics Management, Continuing Education Division, Four-Year Program

類別 Class	一年級(109) First Year					二年級(110) Second Year					三年級(111) Third Year					四年級(112) Fourth Year					
	科目 Subjects	一上 AY(1) Fall		一下 AY(1) Spring		科目 Subjects	二上 AY(2) Fall		二下 AY(2) Spring		科目 Subjects	三上 AY(3) Fall		三下 AY(3) Spring		科目 Subjects	四上 AY(4) Fall		四下 AY(4) Spring		
		學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours		學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours		學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours		學分 Credits	時數 Credit Hours			
基本能力課程 Core Capabilities Courses	中國文學欣賞與習作(一)(二) Appreciation and Practice of Chinese Literature (1) (2)	2	2	2	2																
	英文(一)(二) English (1) (2)	2	2	2	2																
	體育(一)(二) Physical Education (1) (2)	2	2	2	2																
	小計 Subtotal Credits	6	6	6	6																
分類通識 General Education Requirements						社會關懷 Social Concerns	2	2			國際視野 International Perspective	2	2								
						禮節與倫理 Etiquette and Ethics	2	2			資訊科技 Information Technology	2	2								
						人文素養 Humanities Literacy			2	2											
						身心健康 Physical and Mental Health			2	2											
						小計 Subtotal Credits	4	4	4	4	小計 Subtotal Credits	4	4								
專業通識 Specialized General Education	福祉科技與服務管理專論 Specialized Topics on Gerontechnology and Service Management			2	2						專利與智慧財產權 Patent and Intellectual Property Right			2	2						
											創業與財務規劃 Entrepreneurship and Financial Planning			2	2						
	小計 Subtotal Credits			2	2						小計 Subtotal Credits			4	4						
院必修 College Compulsory Courses	管理學 Management Studies	3	3																		
	觀光休閒概論 Introduction to Tourism and Leisure	3	3																		
	產業經營概論 Introduction to Industrial Management			3	3																
	小計 Subtotal Credits	6	6	3	3																
專業必修 Departmental Required Courses	行銷管理 Marketing Management	3	3			顧客關係管理 Customer Relationship Management	3	3			行銷企劃實務 Pratice of Marketing Planning	3	3								
	流通概論 Introduction to Distribution Management			3	3	計算機程式與應用 Computer Programming and Application	3	3			行銷研究 Marketing Research	3	3								
	電子商務 Electronic Commerce			2	2	零售管理 Retailing Management	3	3			網路行銷 Internet Marketing	3	3								
						服務行銷 Services Marketing	3	3													
						門市服務管理 Store Service Management			3	3											
						連鎖與加盟管理 Chain Store and Franchise Management			3	3											
						通路管理 Channel Management			2	2											
						消費者行為 Consumer Behavior			3	3											
	小計 Subtotal Credits	3	3	5	5	小計 Subtotal Credits	12	12	11	11	小計 Subtotal Credits	9	9								
	流通法規 Regulation of Distribution	2	2			廣告與促銷設計 Advertising and Promotional Design	2	2			無店鋪行銷 Marketing of Non-store	2	2			國際行銷 International Marketing	3	3			
	經濟學 Economics	2	2			會展管理 International MICE Industry Management	2	2			流通情報分析 Distribution Information Survey	2	2			學期實習(二) Semester Internship(2)	9	*			
	會計學 Accounting	3	3			商業禮儀 Business Etiquette	2	2			門市服務專業證照 The Certificate of Store Service	2	2			統計軟體應用 Statistical Software Applications	2	2			
	基礎攝影 Basic Photography	3	3			行銷專業證照 The Certificate of Professional Marketing	2	2			商業英文 Business English	2	2			供應鏈管理 Supply Chain Management	3	3			
	人力資源管理 Human Resource Management	2	2			採購管理 Purchase Management	2	2			商圈調查與展店規劃 Business District Planning and Development	2	2			專案管理 Project Management	3	3			

專業選修 Departmental Elective Courses	創意思考與設計 Creative Thinking and Design	2	2			賣場陳列與佈置 Store Facility Planning and Management			2	2	競爭策略 Competitive Strategy	2	2			全球運籌管理 Global Logistic Management	3	3		
	商品管理 Commodity Management			2	2	商店規劃設計 Store Planning			2	2	地方特色行銷講座 Marketing of Local Industry Characteristics	2	2			實務專題(一) Practical Topics (1)	2	3		
	定價策略 Pricing Strategy			2	2	服務品質管理 Service Quality Management			2	2	學期實習(一) Semester Internship(1)			9	*	餐旅行銷 Hospitality Marketing	3	3		
	品牌管理 Brand Management			2	2	行銷多媒體應用 Multimedia Applications for Marketing			3	3	行銷個案分析 Marketing Cases Study			3	3	財務管理 Financial Management	3	3		
	資訊專業證照 The Certificate of Information			2	2	統計學 Statistics			3	3	行動商務 Mobile Commerce			3	3	投資理財規劃 Investment and Personal Financial Planning	3	3		
						觀光行銷 Tourism Marketing			3	3	作業管理 Operations Management			3	3	電商平台經營策略 Business Strategy of E-commerce Platform	2	2		
											商業攝影 Commercial Photography			3	3	電競直播與競賽企劃 E-sports Live Broadcast and Competition Planning			2	2
											地方特產流通講座 Local Specialty Circulation Lecture			2	2	實務專題(二) Practical Topics (2)			2	3
											倉儲與運輸管理 Materials and Warehouse Management			2	2	創業管理 Entrepreneurial Management			3	3
																行銷模擬決策 Marketing Simulation Strategy			3	3
																民意調查 Opinion Poll			3	3
																職涯發展與自我行銷 Career Development and Self-Promotion			2	2
																企業實務講座 Lecture of Enterprise			3	3
																網紅與社群行銷 VoiceTube Blog and Social Marketing			3	3
																學期實習(三) Semester Internship(3)			9	*
	小計 Subtotal Credits	5	5	4	4	小計 Subtotal Credits	4	4	5	5	小計 Subtotal Credits	4	4	9	9	小計 Subtotal Credits	9	9	9	9

其他選修 Other Elective Courses						運動(項目) Physical Education (Item)	2	2	2	2										
						實用英語(一)(二) Practical English (1)(2)	2	2	2	2										
						實用日語(一)(二) Practical Japanese (1)(2)	2	2	2	2										
						小計 Subtotal Credits	6	6	6	6										
	合計 Total Credits	20	20	20	20	合計 Total Credits	20	20	20	20	合計 Total Credits	17	17	13	13	合計 Total Credits	9	9	9	9

附註：

1.本表109學年度進修部入學新生適用。

1.This curriculum is applicable to students of Daytime Division of the four-year technical program admitted for the academic year 2020.

2.最低畢業總學分為128學分，其中基本能力課程必修12學分、分類通識課程必修12學分、專業通識必修6學分、院共同必修9學分、專業必修40學分，其餘49學分為選修學分，承認外系選修學分數不得超過畢業學分的1/8（不含學校跨領域學程或模組課程學分）。

2.The minimum credits for graduation is 128, This includes 24 credits courses required by the university and general education courses, 6 credits for compulsory specialized general education, 9 credits for college common required courses, and 40 department required courses, and the remaining 49 credits are elective credits (including college common electives), and the recognized credits for courses taken in other departments must not exceed 1/8 of the graduation credits (excluding credits for inter-disciplinary programs or module courses offered by the university).

3.可至外系修讀相關課程，選讀外系課程需經本系主任與修讀外系課程主任同意。

3.Taking related courses offered by other departments is subject to approval by the department chair and the chairs of departments whose courses are selected.

4.跨系學程證明之核發依本校學程設置辦法規定辦理。

4.Certificate of inter-disciplinary program completion will be validated abiding by regulations of the NKUT Program Establishment Guidelines.

5.校外實習類課程(暑期實習、產業實習、學期實習、海外實習及其他校外實習型態)詳見本校學生校外實習辦法。校外實習類課程總學分數至多採認18學分為畢業學分，超過18學分時，其超過部分不認為畢業學分。

5.Off-Campus Internship-Related Courses (Summer Internship, Enterprise Internship, Semester-Based Internship, Overseas Internship, and other off-campus internship types) will be counted as 18 graduation credits. The excess will not be recognized.

6.學生選修運動(項目)為其他選修的學分數，系科最多採計2學分為畢業學分。

6.Students who choose to take sports (specific items) course as other elective credits can count a maximum of 2 credits for graduation in their department.

7.本表業經系課程委員會(109.04.09)、學院課程委員會(109.04.13)、校課程委員會(109.04.16)審議通過。

7.This curriculum list has been reviewed and approved by the Department Curriculum Committee (2020.04.09), College Curriculum Committee (2020.04.13), and University Curriculum Committee (2020.04.16).

8.本表業經系課程委員會(112.12.19)、學院課程委員會(112.12.26)、校課程委員會(113.01.11)修正通過。

8.This curriculum list has been reviewed and approved by the Department Curriculum Committee (2023.12.19), College Curriculum Committee (2023.12.26), and University Curriculum Committee (2024.01.11).