

中信科技大學 企業管理系行銷與流通管理碩士班 課程規劃表(適用115學年度入學)
 CTBC University of Science and Technology
 Department of Business Administration Curriculum of Marketing and Logistics Management
 - for Master's Program (Effective from Fall 2026)

科目名稱 Subject			第一學年 1st school year				第二學年 2nd school year			
			上學期 1st semester		下學期 2nd semester		上學期 1st semester		下學期 2nd semester	
			學分 Credits	時數 Hours	學分 Credits	時數 Hours	學分 Credits	時數 Hours	學分 Credits	時數 Hours
專業課程 Professional Courses	必修 Required	專題討論(1)(2) Seminar (1)(2)	2/ 2		2/ 2					
		學術倫理專題 Academic Ethics Education	1/ 1							
		碩士論文 Master's Thesis			6/ 6					
		小計Subtotal	3/ 3		8/ 8		0/ 0		0/ 0	
專業選修課程 Professional Elective Courses		健康生活型態研究 Research on Healthy Lifestyle	2/ 2							
		行銷管理專題 Topics of Marketing Management	2/ 2							
		研究方法 Research Methods	2/ 2							
		整合行銷溝通專題 Topics of Integrated Marketing Communication	2/ 2							
		消費者行為專題 Topics of Consumer Behaviour	2/ 2							
		行銷英文專題 Marketing English	2/ 2							
		行銷企劃專題 Topics of Marketing Planning	2/ 2							
		促銷活動實務專題 Practical Topics on Promotional Activities	2/ 2							
		顧客關係管理專題 Topics of Customer Relationship	2/ 2							
		研究統計分析 Statistical Analysis for Research	2/ 2							
		商業模式作戰方略 Business Model Strategy and Operations	2/ 2							
		產業經營知能與分析專題 Special Topic on Industrial Management Knowledge and Analysis	2/ 2							
		學術倫理實務 Academic Ethics in Practice			1/ 1					
		整合行銷實戰專題 Integrated Marketing Communications			2/ 2					
		跨領域企業講座 Interdisciplinary Enterprise Lecture			2/ 2					
		流通專題討論 Topics of Marketing and Distribution			2/ 2					
		統計分析專題 Topics of Statistical Analysis			2/ 2					
		健康產業創新與創業 Health Industry Innovation and Entrepreneurship			2/ 2					
		國際行銷專題 Topics of International Marketing			2/ 2					

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	文化創意產業行銷專題 Topics of Marketing of Cultural and Creative Industries			2/ 2					
	數位行銷專題 Topics of Digital Marketing			2/ 2					
	服務品質管理專題 Topics of Service Quality Management			2/ 2					
	創業管理專題 Topics of Entrepreneurship			2/ 2					
	多變量分析 Multivariate Analysis					2/ 2			
	資料視覺化與商業分析 Data Visualization and Business Analysis					2/ 2			
	金融科技與AI專題 Topics of Fintech and AI					2/ 2			
	服務行銷專題 Topics of Service Marketing					2/ 2			
	行銷個案分析 Marketing Case Analysis					2/ 2			
	品牌管理專題 Topics of Brand Management					2/ 2			
	決策分析專題 Topics of Decision Analysis							2/ 2	
	企業電子化營運模式 E-Business Operation Model							2/ 2	
	AI應用專題 Topics of AI Application							2/ 2	
	流通個案分析 Circulation Case Analysis							2/ 2	
	連鎖加盟管理專題 Topics of Chain Franchise Management							2/ 2	
	小計 Subtotal		24/ 24		21/ 21		12/ 12		10/ 10
備註 Note	115年07月22日 校課程發展委員會會議通過 Amended Date：2026-07-22								
	1. 總畢業學分數至少28學分，包括專業必修11學分(含論文)、最低選修17學分。 The total number of credits completed to be eligible to graduate shall not be less than 28credits (11credits for professional required courses (excluding thesis), and minimum *credits for elective courses).								
	2. 各科成績以70分(含)以上為及格。 A score of 70 points or above in each subject shall be considered a pass.								
	3. 操行成績70分(含)以上為及格。 Conduct score of 70 points or above shall be considered a pass.								
	4. 碩士論文為6 學分，碩士班學生須完成碩士論文及考核通過才可畢業。 The thesis credits shall be 6. The graduate students shall complete their graduation thesis and pass the assessment before graduation.								
	5. 碩士論文可跨所修課。 Interdepartmental courses taken shall be for Master's Thesis.								