

黎明技術學院日間部四年制技術系數位行銷管理系 標準課程表

LEE-MING Institute of Technology, Day Division, Four-Year Technical Program, Department of Digital Marketing Management, Standard Curriculum Framework

114學年度入學學生適用
Applicable to Students Enrolled in the Academic Year 114

113學年度第1學期第3次校課程發展委員會通過(113.12.26)
最後修改日期：
LastUpdateDate:

114學年度(一年級)						115學年度(二年級)						116學年度(三年級)						117學年度(四年級)						累計 Subtotal		畢業 Graduation	
Academic Year 114(1st Academic Year)						Academic Year 115(2nd Academic Year)						Academic Year 116(3rd Academic Year)						Academic Year 117(4th Academic Year)									
類別 Category	科目 Subject	上學期 1st Sem.		下學期 2nd Sem.		科目 Subject	上學期 1st Sem.		下學期 2nd Sem.		科目 Subject	上學期 1st Sem.		下學期 2nd Sem.		科目 Subject	上學期 1st Sem.		下學期 2nd Sem.		學分 Credits	時數 Hours	學分 Credits	時數 Hours			
		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours									
共同科目 必修 Required General Courses	[00018259]電腦軟體應用 computer software application	2	2			[00017754]實用英文 Practical English	2	2			□					□											
	[00017842]中文溝通表達 Chinese Communication and Expression	2	2			[00017753]職場英文 workplace english			2	2	□					□											
	[00001485]體育一 Physical Education I	2	2			[00001414]英語會話 English Conversation			2	2	□					□											
	[00001487]體育二 Physical Education II			2	2	□					□					□											
	[00014042]邏輯運算思維 Logic and Computational Thinking			2	2	□					□					□											
	[00017843]中文閱讀賞析 Chinese Reading and Appreciation			2	2	□					□					□											
	小計 / Subtotal	6	6	6	6	小計 / Subtotal	2	2	4	4	小計 / Subtotal					小計 / Subtotal					18	18	18	18			
院訂(專業必修) College-Specific Required Professional Courses	[00014604]職場倫理 Workplace Ethics	2	2			□					□					□											
	[00014605]產業論壇 Industry Forum	2	2			□					□					□											
	小計 / Subtotal	4	4			小計 / Subtotal					小計 / Subtotal					小計 / Subtotal					4	4	4	4			
專業必修 Professional Required Courses	[00000868]時尚行銷概論 Introduction to Fashion Mavketing	2	2			[00018844]商業溝通與談判技巧 Negotiation Skills in Business Communication	2	2			[00018861]供應鏈管理 Supply Chain Management	2	2			[00018860]採購管理 Purchasing Management	2	2									
	[00018839]行銷管理概論 Introduction to Marketing Management			2	2	[00018845]試算表實務與應用 EXCEL Practice and Application	3	3			[00000883]網路行銷* Internet Marketing	3	3			[00000855]專題製作(二)* Practice of Fashion Business Management (II)	3	3									
	[00015652]創意美學概論* Introduction to Creative Aesthetics			2	2	[00010751]流行趨勢分析與應用* Trend Analysis and Application	2	2			[00000854]專題製作(一)* Practice of Fashion Business Management (I)			3	3	□											
	□					[00015669]消費者行為分析 Consumer Behavior Analysis			2	2	[00018851]物流管理 Logistics Management			2	2	□											
	□					[00018846]行銷通路管理 Marketing Channels Management			3	3	□					□											
	□					[00018862]創新與創意管理 Innovation and Creativity Management			2	2	□					□											
小計 / Subtotal		2	2	4	4	小計 / Subtotal	7	7	7	7	小計 / Subtotal	5	5	5	5	小計 / Subtotal	5	5			35	35	35	35			
專業選修 Professional Elective Courses	[00016783]全球時尚地圖 Global Fashion Map	2	2			[00016785]資料科學與運用*	2	2			[00016789]財務報表概論* Introduction to	3	3			[00016806]大數據資料解析* Big Data Analysis	3	3									

						Data Science and Application					Financial Statement													
	[00018840]應用色彩 Application of Colors	2	2			[00018849]服務品質與管理 Service Quality Management	3	3			[00016791]文案與內容行銷* Copywriting and content marketing	2	2			[00010456]專案管理* Project Management	3	3						
	[00014299]視窗軟體應用* Applications of Windows Software	3	3			[00016784]故事行銷* Story marketing	2	2			[00018856]智慧零售管理 Smart Retail Management	3	3			[00016805]時尚零售實務 Fashion Retailing practice	3	3						
	[00016807]智慧商務導論 Introduction to Intelligent Business			3	3	[00010743]攝影與影像編輯 Photography and video editing	3	3			[00000958]影像剪輯與處理 Video editing and processing	2	2			[00018858]創新創業 Innovation and Entrepreneurship	2	2						
	[00010438]社群網站建立與經營* Community Website creation and management			3	3	[00016790]資料視覺化* Data visualization			3	3	[00019554]整合行銷傳播 Integrated Marketing Communications	3	3			[00016801]自媒體行銷* Social Media Marketing	2	2						
	[00018841]生成式AI與應用 Generative AI and Applications			2	2	[00018848]社群行銷 Social Media Marketing		2	2		[00018853]網站流量數據解析 Website Traffic Data Analysis	2	2			[00016802]營運智慧分析* Operations Intelligence Analyst	2	2						
	[00018842]流通管理概論 Introduction to Distribution Management			2	2	[00018850]品牌與企業識別 Brand and Corporate Identity			3	3	[00018855]行銷管理實務個案 Marketing Management Practical Cases	3	3			[00018868]商業與管理專業英文 Business and Management Professional English			3	3				
	[00018843]廣告行銷 Advertising and Marketing			3	3	[00018847]門市服務管理 Store Service and Management		2	2		[00005628]時尚法律概論 Introduction to Law of Fashion			2	2	[00014247]學期校外實習* Semester Internship		9	9					
	[]					[00010450]時尚編輯* Fashion Editor		3	3		[00010458]微廣告製作 Micro ads production			3	3	[00016804]決策思維與策略 Decision Making and Strategy		2	2					
	[]					[]					[00016799]賣場規劃* Store Facility Planning			3	3	[00015681]智慧科技應用* Applications of Smart Technology		2	2					
	[]					[]					[00018854]國際精品行銷管理 International Boutique Marketing Management			2	2	[00018859]產業就業知能 Industry Employment Competencies		2	2					
	[]					[]					[00018857]智慧商務應用 Smart Business Applications			3	3	[00016803]品牌行銷企劃* Brand Marketing Planning		2	2					
	[]					[]					[]					[00018863]全球運籌管理 Global Logistics Management		3	3					
小計 / Subtotal		7	7	13	13	小計 / Subtotal	10	10	13	13	小計 / Subtotal	18	18	13	13	小計 / Subtotal	15	15	23	23	112	112	61	61
通識科目 General Education Elective Courses	[00001391]自然科學類 Natural Sciences Field	2	2			[00001391]自然科學類 Natural Sciences Field	2	2			[00001369]人文藝術類 Literature and Art Studies	2	2			[00001391]自然科學類 Natural Sciences Field	2	2						
	[00001406]社會科學類 Sociology Studies	2	2			[00001369]人文藝術類 Literature and Art Studies	2	2			[00001382]生命教育類 Life Studies Field	2	2			[00001406]社會科學類 Sociology Studies	2	2						
	[00001382]生命教育類 Life Studies Field	2	2			[00001406]社會科學類 Sociology Studies	2	2			[00001391]自然科學類 Natural Sciences Field	2	2			[00001369]人文藝術類 Literature and Art Studies	2	2						
	[00001369]人文藝術類 Literature and Art Studies	2	2			[00001382]生命教育類 Life Studies Field	2	2			[00001406]社會科學類 Sociology Studies	2	2			[00001382]生命教育類 Life Studies Field	2	2						
	[00001369]人文藝術類 Literature and Art Studies			2	2	[00001391]自然科學類 Natural Sciences Field		2	2		[00001369]人文藝術類 Literature and Art Studies			2	2	[00001406]社會科學類 Sociology Studies		2	2					
	[00001391]自然科學類 Natural Sciences Field			2	2	[00001382]生命教育類 Life Studies Field		2	2		[00001382]生命教育類 Life Studies Field			2	2	[00001369]人文藝術類 Literature and Art Studies		2	2					
	[00001406]社會科學類 Sociology Studies			2	2	[00001406]社會科學類 Sociology Studies		2	2		[00001406]社會科學類 Sociology Studies			2	2	[00001382]生命教育類 Life Studies Field		2	2					

