

國立暨南國際大學文化創意與社會行銷碩士學位學程必選修科目一覽表

Course Catalog of Master's Program of Cultural Creative Industry and Social Marketing,
National Chi Nan University

本表(112)學年度入學新生適用 Effective for Students Admitted in Fall 2023

最低畢業學分：24學分（必修9學分、選修15學分）

Master's Program Requirement: A Minimum of 24 Credits (9 Credits in Program Required Courses and 15 Credits in Selective Courses)

| 課程代號 | 課程名稱(中文及英文) | 學分數 | 修別 | 開課年級 | 備註 |
|-------------|--|---------|---------------------------------|---------------------|-------|
| Course Code | Course Name (Chinese and English) | Credits | Course type (required/elective) | Course availability | Notes |
| 一、必修課程 | | | | | |
| | 社會科學方法論 Methodology in Social Sciences | 3 | 必修 | 一或二 | 新增 |
| 540008 | 文化研究導論 Cultural Studies: An Introduction | 3 | 必修 | 一或二 | |
| | 創意產業專題 Seminar on Creative Industries | 3 | 必修 | 一或二 | 新增 |
| 二、選修課程 | | | | | |
| (一) 文化產業領域 | | | | | |
| | 文化政策專題 Seminar on Cultural Policies | 3 | 選修 | 一或二 | |
| | 文化資產研究專題 Seminar on Cultural Heritage | 3 | 選修 | 一或二 | |
| 540014 | 東南亞文創產業專題 Seminar on Cultural Creative Industries in Southeast Asia | 3 | 選修 | 一或二 | |
| | 東南亞藝術與文化專題 Seminar on Arts and Culture in Southeast Asia | 3 | 選修 | 一或二 | 新增 |
| | 原住民文創產業專題 Seminar on Aboriginal Cultural Creative Industries | 3 | 選修 | 一或二 | 新增 |
| 540018 | 族群文化產業專題 Seminar on Ethnic Cultural Industries | 3 | 選修 | 一或二 | |
| 540012 | 歷史與文化創意專題 Seminar on History and Cultural Creativity | 3 | 選修 | 一或二 | |
| (二) 創意行銷領域 | | | | | |
| 540007 | 社會行銷專題 Seminar on Social Marketing | 3 | 選修 | 一或二 | |
| 540013 | 大數據與市場調查分析專題 Seminar on Big Data and Market Survey | 3 | 選修 | 一或二 | |
| 540004 | 視覺與攝影實務專題 Seminar on Visual and Photography Practice | 3 | 選修 | 一或二 | |
| 540005 | 多媒體與網路行銷專題 Seminar on Marketing via Multi-media and Internet Technology | 3 | 選修 | 一或二 | |
| 540011 | 兵棋推演專題 Seminar on Command Post Exercise | 3 | 選修 | 一或二 | |
| | 東南亞傳播與媒體專題 Seminar on Mass Communication and Media in Southeast Asia | 3 | 選修 | 一或二 | |
| 540010 | 數位多媒體設計與應用專題 Seminar on Digital Multi-media Design and Application | 3 | 選修 | 一或二 | |

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| 540016 | 文化創意產業與大眾傳播專題 Seminar on Cultural Creative Industry and Mass Communication | 3 | 選修 | 一或二 | |
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