

開南大學國際行銷傳播學分學程修讀要點

95年8月31日系務會議通過
95年9月26日教務會議通過
95年10月24日教務會議修正通過
96年1月16日教務會議修正通過
97年12月9日系務會議修正通過
97年12月23日院務會議修正通過
98年02月24日教務會議修正通過
99年03月25日系務會議修正通過
101.06.21 100學年度第9次教務會議修正通過
105.11.15 105學年度第5次系務會議修正通過
105.11.16 105學年度第4次院務會議修正通過
105.12.13 105學年度第3次教務會議修正通過

一、學程名稱：國際行銷傳播學分學程(以下簡作本學程)

INTERNATIONAL MARKETING COMMUNICATION(IMC) PROGRAM

二、主辦系所：國際企業學系「國際行銷傳播學分學程委員會」

三、學程委員會：依據「開南大學學分學程設置辦法」設置，本學程委員會組成：召集人由國際企業學系主任；委員們係由該系暨其他參與學系相關專長教師擔任之。

四、學程宗旨(Program Objective)：

1.培養其興趣於國際銷售、品牌、通路與溝通等管理專業學識。

(Cultivating an interest in international sales, brand management, channels, and communication-related management expertise)

2.發展有關服務、零售業等國際行銷傳播工作之需求與形成。

(Developing the demand for and formation of international marketing and communication work related to services and the retail industry)

五、內容簡介(Content Overview)：

1.學習最新國際行銷傳播管理的新知以及孕育策略考量的籌思能力。

(Learning the latest knowledge in international marketing communication management and nurturing strategic thinking capabilities)

2.促進國際行銷傳播管理在於活動企劃、業務推廣、公共關係等各領域的概

念學習與模擬應用。

(Promoting the conceptual learning and simulated application of international marketing communication management in various fields, including event planning, business promotion, and public relations)

六、實施對象(Target Audience)：

1.大學部學程——大一至大四學生。(Undergraduate Program for Freshmen to Seniors)

2.碩士班學程——碩士班學生。(Master's Program for Master's Students)

七、課程規劃(Curriculum Planning)：本學程課程係以國際企業學系、商學院、本校其他學系所開為優先順序，修業12學分(含必修二門、核心二門)，學程應修科目至少有六學分不屬於學生主修(含雙主修)、輔系或其他學程之必修學分。
The courses in this program are prioritized for students from the Department of International Business, the School of Business, and other departments within our university. The program consists of 12 credits,

including two required courses and two core courses. Students are required to take at least six credits of program-specific courses that are not part of their major (including double majors), minor, or other program's required credits.

對象	先修課程(一門) Prerequisite Courses	必修課程(二門) Required Courses	核心課程(二門) Core Courses
大學部 碩士班	與管理相關的任一門基礎課程(如：企業概論(3 學分)、管理學(3 學分)，或國際企業管理學(3 學分)等)。 Any foundational course related to management (EX: Introduction to Business(3 credits) 、 Management Studies(3 credits) 、 International Business Management(3 credits)	行銷管理(3 學分)、 消費者行為(3 學分)、 國際行銷管理(3 學分)。 Marketing Management(3 credits) Consumer Behavior(3 credits) International Marketing Management(3 credits)	國際行銷通路(3 學分)、 顧客關係管理(3 學分)、 整合行銷傳播個案分析(3 學分)。 International Marketing Channels(3 credits) Customer Relationship Management(3 credits) Case Study on Integrated Marketing Communications(3 credits)

八、學程申請(Program Application)：學生向國際企業學系「國際行銷傳播學分學程委員會」提出申請，呈報學校核准後，依學校行事曆規定日期，修滿本學程所需課程。

Students apply to the 'International Marketing and Communication Credit Program Committee' of the Department of International Business. Upon school approval, they complete the required courses of this program according to the school's academic calendar

九、學程證書申請(Program Certificate Application):學生於畢業學期期末前叁個月內(12 月、4 月)，檢具學程規定課程之修畢成績單，送交國際企業學系「國際行銷傳播學分學程委員會」，審核通過後，呈報學校頒予「國際行銷傳播學分學程證書」。

Students, within the last three months of the graduation semester (December, April), submit their completed course transcript, as per the program requirements, to the 'International Marketing and Communication Credit Program Committee' of the Department of International Business. Upon approval, the committee reports to the

school for the issuance of the 'International Marketing and
Communication Credit Program Certificate

十、學程實施(Program Implementation)：本要點經系務會議、院務會議、教務會議通過，陳請校長核定後公佈施行，修正時亦同。

These regulations, upon approval by the department meeting, school council, and academic affairs council, are announced and implemented after being submitted for approval by the university president. The same process applies for any amendments