

僑光科技大學 日間部四技 行銷與流通管理系課程表 (112學年度入學)

| 112學年度  |            |          |    |     |          |                 |           |     |            |                 |            | 113學年度     |    |     |         |         |    |    |   |     |    |     |    | 114學年度  |       |    |    |  |  |  |  |  |  |  |  | 115學年度 |  |  |  |  |  |  |  |  |  |  |  | 學分/時數 |
|---------|------------|----------|----|-----|----------|-----------------|-----------|-----|------------|-----------------|------------|------------|----|-----|---------|---------|----|----|---|-----|----|-----|----|---------|-------|----|----|--|--|--|--|--|--|--|--|--------|--|--|--|--|--|--|--|--|--|--|--|-------|
| 科目      |            | 一學期      |    | 二學期 |          | 科目              |           | 一學期 |            | 二學期             |            | 科目         |    | 一學期 |         | 二學期     |    | 科目 |   | 一學期 |    | 二學期 |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            | 學分       | 時數 | 學分  | 時數       |                 |           | 學分  | 時數         | 學分              | 時數         |            |    | 學分  | 時數      | 學分      | 時數 |    |   | 學分  | 時數 | 學分  | 時數 | 學分      | 時數    | 學分 | 時數 |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 通識必修    | 大一英文       | 2        | 2  | 2   | 2        | 發展性通識-自然導論      | 2         | 2   | 發展性通識-社會導論 | 2               | 2          | 發展性通識-社會導論 | 2  | 2   |         |         |    |    |   |     |    |     |    |         | 26/26 |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 國文         | 2        | 2  | 2   | 2        | 發展性通識-自然整合      |           | 2   | 2          | 發展性通識-社會整合      | 2          | 2          |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 體育         | 2        | 2  | 2   | 2        | 發展性通識-人文導論      | 2         | 2   |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 服務學習(一)    | 1        | 1  |     |          | 發展性通識-人文整合      |           | 2   | 2          |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 服務學習(二)    |          |    | 1   | 1        |                 |           |     |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 小計         | 7        | 7  | 7   | 7        | 小計              | 4         | 4   | 4          | 4               | 小計         | 4          | 4  | 0   | 0       | 小計      | 0  | 0  | 0 | 0   |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 專業必修    | 新零售服務模組總論  | 2        | 2  |     |          | 商用統計學           | 2         | 2   | 2          | 2               | 物流管理       | 3          | 3  |     |         |         |    |    |   |     |    |     |    | 59/59   |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 創意行銷模組總論   | 2        | 2  |     |          | 會計學(一)          | 2         | 2   |            |                 | 零售業管理      | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 電腦多媒體與網頁設計 | 2        | 2  |     |          | 會計學(二)          |           | 2   | 2          | 跨科技新零售服務實務專題(二) | 3          | 3          |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 應用經濟學(一)   | 2        | 2  |     |          | 行銷管理            | 3         | 3   |            |                 | 行銷研究       |            | 3  | 3   |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 應用經濟學(二)   |          |    | 2   | 2        | 消費者行為           |           | 3   | 3          |                 | 全球運籌管理     |            | 3  | 3   |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 管理學        |          |    | 2   | 2        | 電子商務            | 3         | 3   |            |                 | APP行銷程式設計  |            | 3  | 3   |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 資訊軟體應用     | 2        | 2  |     |          | 倉儲與運輸管理         |           | 2   | 2          |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 跨科技新零售服務實務專題(一) |           | 3   | 3          |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 選項必修(一) |            |          |    |     |          |                 |           |     |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 選項必修(二) |            |          |    |     |          |                 |           |     |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 小計      | 10         | 10       | 4  | 4   | 小計       | 10              | 10        | 12  | 12         | 小計              | 8          | 8          | 9  | 9   | 小計      | 3       | 3  | 3  | 3 |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 技優專班    | 智慧商店實務專題   |          |    | 2   | 2        | 社群整合行銷實作專題      | 2         | 2   |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    | 43/43   |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     | 實況直播實作專題 |                 | 2         | 2   |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 新零售服務模組    | 人際關係與溝通  | 2  | 2   |          |                 | 無店舖門市實作   |     | 2          | 2               | 職場英語溝通     | 2          | 2  |     |         | 投資與理財   | 3  | 3  |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            | 人力資源管理   |    |     | 2        | 2               | 門市進、銷、存實務 | 2   | 2          |                 | 門市連鎖事業擴展實務 | 2          | 2  |     |         | 校外實習(三) | 6  | 6* |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            | 門市營運管理概論 | 2  | 2   |          |                 | 互動展示實務    |     | 2          | 2               | 購物中心經營管理實務 | 2          | 2  |     |         | 校外實習(四) |    |    | 6 | 6*  |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            | 企業倫理     | 2  | 2   |          |                 |           |     |            |                 | 財報分析       | 2          | 2  |     |         | 創業實習(三) | 6  | 6* |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            | 共通核心職能   | 3  | 3   |          |                 |           |     |            |                 | 行銷溝通       | 2          | 2  |     |         | 創業實習(四) |    |    | 6 | 6*  |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            |                 | 零售業產業競爭分析  |            | 2  | 2   |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            |                 | 消費者保護法     |            | 2  | 2   |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            |                 | 大數據分析實務    |            | 2  | 2   |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            | ESG永續管理         |            | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 創意行銷模組  | 創意思考       |          |    | 2   | 2        | 賣場管理            | 2         | 2   |            | 行銷e化規劃管理        | 2          | 2          |    |     | 微型創業(一) | 3       | 3  |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | AI 融入美學設計  |          |    | 2   | 2        | 顧客關係管理          | 2         | 2   |            | 廣告設計實務          | 2          | 2          |    |     | 微型創業(二) |         |    | 3  | 3 |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 空拍攝影行銷實務   |          |    | 2   | 2        | 國際行銷            |           | 2   | 2          | 行銷商業模式          |            | 2          | 2  |     | 行銷個案研究  | 3       | 3  |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 網路行銷            |           | 2   | 2          | 市場調查與分析         |            | 2          | 2  |     | 品牌管理    |         |    | 3  | 3 |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 廣告創意導論          | 2         | 2   |            | 微電影行銷           |            | 3          | 3  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 社群整合行銷          | 2         | 2   |            | 商展管理            |            | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 實況直播與應用         |           | 2   | 2          |                 | 服務業行銷      | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 簡報力與溝通實務        |           | 2   | 2          |                 | 網路商家經營實務   | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | VR人物與商品設計與開發實務  | 2         | 2   |            | Excel行銷分析       | 2          | 2          |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | VR人物與商品管理與營運實務  |           | 2   | 2          | 不動產行銷實務         | 2          | 2          |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 物流服務模組  | 流通管理概論     | 2        | 2  |     |          | 物聯網創意應用         | 2         | 2   |            | 智慧物流商業應用        | 2          | 2          |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 智慧物流模組總論   |          |    | 2   | 2        | 國際物流證照研習        | 2         | 2   |            | 運籌科技與智慧商店       | 2          | 2          |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | RFID與物流中心經營實務   |           | 2   | 2          | RFID程式撰寫        | 2          | 2          |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 海空運經營實務         |           | 2   | 2          | 智慧物流實例分析        |            | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          | 智慧物流與智慧生活       | 2         | 2   |            | 智慧物流路徑規劃        |            | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            | 供應鏈管理           |            | 3          | 3  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            | 冷鏈管理            |            | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            | 農場與寵物通路管理       |            | 2          | 2  |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         |            |          |    |     |          |                 |           |     |            |                 |            |            |    |     |         |         |    |    |   |     |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
|         | 建議選修學分     | 4        | 4  | 8   | 8        | 建議選修學分          | 6         | 6   | 6          | 6               | 建議選修學分     | 6          | 6  | 7   | 7       | 建議選修學分  | 3  | 3  | 3 | 3   |    |     |    |         |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |
| 合計      | 21         | 21       | 19 | 19  | 合計       | 20              | 20        | 22  | 22         | 合計              | 18         | 18         | 16 | 16  | 合計      | 6       | 6  | 6  | 6 |     |    |     |    | 128/128 |       |    |    |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |       |

備註

- 最低需修滿128學分，其中85學分為必修，其餘為選修；選修中有32學分需為本系選修。
- 粗體為技術科目。
- 選項必修(一)課程為「畢業專題一」、「校外實習(一)」與「創業實習(一)」三擇一，選項必修(二)課程為「畢業專題二」、「校外實習(二)」與「創業實習(二)」三擇一。選擇「校外實習(一)」者須同時加修「校外實習(三)」選修課；選擇「校外實習(二)」者須同時加修「校外實習(四)」選修課；選擇「創業實習(一)」者須同時加修「創業實習(三)」選修課；選擇「創業實習(二)」者須同時加修「創業實習(四)」選修課。
- ★校外實習(一)-(四)及創業實習(一)-(四)時數依「僑光科技大學學生校外實習辦法」認列。
- 修習本院跨領域學程之外系選修課，並取得跨領域學程證書，該課程得列入本系選修。