

傳播與科技學系碩士班

115 學年度

最低修業年限	二年
應修學分數	27 學分
應修課程及符合畢業資格之修課相關規定	1. 先修課程：統計學 大學已修習者（<u>滿三學分或以上</u>），入學開學內一周，須提出課程免修申請。 大學未修習者，須補修大學部統計學。不列入畢業學分計算。 2. 必修課程：2 門，6 學分。 研究方法：傳播量化研究方法、傳播質化研究方法。 3. 專業必選：15 學分。 專業選修分為兩個群組，學生需選擇其一為主修群組，修習 12 學分，另一群組修習 3 學分。 ■ 互動行銷與設計 傳播與社會設計 人機互動與使用者研究 電腦中介傳播 健康風險傳播:新興媒體科技的應用 大數據分析：文字探勘 社會網絡研究 社交媒體與傳播研究 數位行銷 新興媒體心理學研究 公關與危機傳播 傳播數據分析 ■ 流行文化與科技 遊戲文化與實驗 虛擬攝影棚與數位電視 流行文化與全球傳播 參與式傳播與媒介變遷 科技、情感與性別 視覺文化與美學 數位媒體實驗 <u>傳播政治經濟學</u> 媒體消費與流行文化 資料視覺化 <u>媒體科技與文化政治</u> 4. 自由選修課程：6 學分 5. 研究實習(1 學分)
備註	大學非傳播相關科系背景之碩士生，須加修碩士班課程 3 學分或下修大學部課程 6 學分。 下修之大學部「統計學」可納入補修學分計算。大學部補修學分，不列入畢業學分計算。

Department of Communication and Technology

Coursework Regulations for Master's Program

Academic Year 2026

Period of Study	Two to four years
Required Credits	27 credits
Program Requirements	I. Prerequisite courses: Statistics and Statistical Computing Language During the first week of each semester, students who obtained credits from an undergraduate program (<u>with at least 3 credits completed</u>), may apply to waive this prerequisite pending on approval from the Master's Program Committee. For those students who do not meet the passing requirements, need to enroll in Statistics course and the granted credits cannot be used to fulfill the requirements for graduation credits. II. Compulsory Courses (6 credits): Research methods: Quantitative Communication Research Methods, Qualitative Communication Research Methods III. Specialization: There are two course groups: "Interactive Marketing and Design" and "Popular Culture and Technology". Students must take at least 12 credits from one group and at least 3 credits from the other group. ● Interactive Marketing and Design Communication and Social Design Human Computer Interaction and UX Research Computer-Mediated Communication Health Risk Communication: Emerging Media Technologies Applications Big data analytics: Text mining Research on Social Network Analysis
	Social Media and Communication Research Digital Marketing Emerging Media Psychology Research Public Relations and Crisis Communication Communication Data Analysis ● Popular Culture and Technology Game Culture and Experiments Virtual Studio and Digital TV Popular Culture and Global Communication Participatory Communication and Media Change Technologies, emotions, and gender Visual Culture and Aesthetics Experimental Digital Media Political Economy of Communication Media Consumption and Popular Culture Visualizing Data Media Technology and Cultural Politics IV. Electives: 6 credits Student can select 6 credits courses from other graduate programs V. Research Internship (1credit)
Notes	If your major of undergraduate degree is NOT in Communication related fields, you need to obtain 3 more credits from master program or 6 undergraduate credits to fulfill the graduation requirements.