

傳播研究所碩士班

110 學年度 111.05 修訂

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| 最低修業年限 | 二年 |
| 應修學分數 | 30 學分 |
| 應修（應選）課程及符合畢業資格之修課相關規定 | <p>1. 必修課程（4 門，共計 9 學分）</p> <p>1.1 傳播理論</p> <p>1.2 傳播科技專題講座</p> <p>1.3 新媒體與傳播工作坊</p> <p>1.4 「傳播研究方法：量化取向」或「傳播研究方法：質化取向」（二擇一）</p> <p>2. 必選課程（以下課程選 4 門，共計 12 學分）</p> <p>2.1 <u>傳播媒體、品牌與行銷</u></p> <p>2.2 公共關係與危機傳播</p> <p>2.3 多媒體人機互動概論</p> <p>2.4 使用者經驗設計與研究</p> <p>2.5 環境與健康傳播</p> <p>2.6 網路與新媒體行銷</p> <p>2.7 娛樂媒介與故事行銷</p> <p>2.8 網路空間與社群</p> <p>2.9 媒體文化專題</p> <p>2.10 互動媒體與閱聽人專題</p> <p>2.11 傳播與認知心理學</p> <p>2.12 整合行銷傳播專題</p> <p>2.13 說服理論與實務</p> |
| 備註 | <p>大學非傳播相關科系背景之研究生，須經本所課程委員會通過再加修研究所課程 3 學分或下修大學部課程 6 學分，此類加選不計入畢業學分。</p> <p>每年 5 月及 11 月受理學生提出至少 4 門課以申請課程審查。</p> |

MA Program of the Institute of Communication Studies

Academic Year 2021

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| Period of Study | two to four years |
| Graduation Credits | 30 credits |
| Compulsory Courses | <ol style="list-style-type: none"> 1. Compulsory Courses (4 courses, 9 credits in total) <ol style="list-style-type: none"> 1.1 Communication Theories 1.2 Seminar of Comm. Tech Topics 1.3 New Media and Communication Workshop 1.4 Comm Research Methods: Quantitative Approach / Comm Research Methods: Qualitative Approach (either one) 2. Elective Courses (4 courses, 12 credits in total) <ol style="list-style-type: none"> 2.1 <u>Communication Media, Branding & Marketing</u> 2.2 Public Relations & Crisis Communication 2.3 Introduction to Human-computer Interaction Design 2.4 User Experience Research and Design 2.5 Environmental & Health Communication 2.6 Internet and New Media Marketing 2.7 Entertainment Media and Storytelling Marketing 2.8 Community in Cyberspace 2.9 Special Topics in Media Culture 2.10 Seminar in Interactive Media and Audience 2.11 Communication and Cognitive Psychology 2.12 Seminar in Integrated Marketing Communication 2.13 Persuasion: Theories and Practice |
| Notes | <p>Students who obtained a bachelor's degree NOT in Communication are required to either obtain 3 additional credits of communication-oriented course(s) at graduate level or 6 additional credits of the courses at undergraduate level to fulfill the graduation requirements. Courses planned for the fulfillment of the additional credits have to be approved by the course review committee IN ADVANCE before they are taken, and the additional credits will not be counted into the graduate credits.</p> <p>The course review committee accepts students' applications for course review in May and November each year. Students should propose at least 4 courses in their application each time.</p> |

傳播研究所碩士班(輔所)

110 學年度

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| 應修學分數 | 18 學分 |
| 應修(應選)課程及符合畢業資格之修課相關規定 | <ol style="list-style-type: none"> 1. 必修課程(3 門, 共計 9 學分) <ol style="list-style-type: none"> 1.1 傳播理論 1.2 傳播科技專題講座 1.3 傳播研究方法: 量化取向、傳播研究方法: 質化取向(二擇一) 2. 必選課程(以下課程選 3 門, 共計 9 學分) <ol style="list-style-type: none"> 2.1 傳播媒體、品牌與行銷 2.2 公共關係與危機傳播 2.3 多媒體人機互動概論 2.4 使用者經驗設計與研究 2.5 環境與健康傳播 2.6 網路與新媒體行銷 2.7 娛樂媒介與故事行銷 2.8 網路空間與社群 2.9 媒體文化專題 2.10 互動媒體與閱聽人專題 2.11 傳播與認知心理學 2.12 整合行銷傳播專題 2.13 說服理論與實務 |
| 備註 | |

Minor Program of the Institute of Communication Studies

Academic Year 2021

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| Minimum Credits | 18 credits |
| Curriculum and Regulations | <ol style="list-style-type: none"> 1. Required courses: <ol style="list-style-type: none"> 1.1. Communication Theories 1.2. Seminar of Comm. Tech Topics 1.3. Comm Research Methods: Quantitative Approach / Comm Research Methods: Qualitative Approach (either one) 2. Optional courses: Must pick <u>3</u> from below: <ol style="list-style-type: none"> 2.1. <u>Communication Media, Branding & Marketing</u> 2.2. Public Relations & Crisis Communication 2.3. Introduction to Human-computer Interaction Design 2.4. User Experience Research and Design 2.5. Environmental & Health Communication 2.6. Internet and New Media Marketing 2.7. Entertainment Media and storytelling marketing 2.8. Community in Cyberspace 2.9. Special Topics in Media Culture 2.10. Seminar in Interactive Media and Audience 2.11. Seminar in Integrated Marketing Communication 2.12. Communication and Cognitive Psychology 2.13. Persuasion: Theories and Practice |
| Note | |