

# 傳播研究所碩士班

108 學年度

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： 傳播理論、傳播科技專題講座、新媒體與傳播工作坊、傳播研究方法:量化取向、傳播研究方法:質化取向(二擇一)。</p> <p>2.必選： 以下科目必選 4 門： 媒體策略管理與行銷、組織傳播與公共關係、多媒體人機互動概論、雛形設計與製作、科技/科學傳播、網路與社群媒體行銷、娛樂媒介與故事行銷、網路空間與社群、媒體文化專題、科技新聞與公關實務、整合行銷傳播專題、傳播與認知心理學。</p>

## MA Program of the Institute of Communication Studies

Academic Year 2019

Period of Study	two to four years
Graduation Credits	30 credits
Compulsory Courses	<p>1. Required courses: Communication Theories Seminar of Comm. Tech Topics New Media and Communication Workshop (New) Comm Research Methods: Quantitative Approach/ Comm Research Methods: Qualitative Approach (either one)</p> <p>2. Optional courses: Must pick 4 from below: Strategic management and marketing for media organizations Organizational Communication &amp; Public Relations Introduction to Human-computer Interaction Design Prototype Design and Development Science/Technology Communication Internet and Social Media Marketing Entertainment Media and storytelling marketing Community in Cyberspace Special Topics in Media Culture Practice of Journalism and PR for Science and Technology News Seminar in Integrated Marketing Communication Communication and Cognitive Psychology (New)</p>
Graduation Requirements	<p>1. All graduate students should pass the review of the papers or the comprehensive exams, otherwise, they should not apply for the oral exam of their MA thesis.</p> <p>2. Pass the oral defense</p>

## 傳播研究所碩士班(輔所)

108 學年度(108.12 修訂)

應修學分數	21 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：</p> <p>1) 傳播理論</p> <p>2) 傳播科技專題講座</p> <p>3) 傳播研究方法:量化取向、傳播研究方法:質化取向(二擇一)。</p> <p>2. 必選：</p> <p>以下科目必選 4 門：</p> <p>1) 媒體策略管理與行銷</p> <p>2) 組織傳播與公共關係</p> <p>3) 多媒體人機互動概論</p> <p>4) 雛形設計與製作</p> <p>5) 科技/科學傳播</p> <p>6) 網路與社群媒體行銷</p> <p>7) 娛樂媒介與故事行銷</p> <p>8) 網路空間與社群</p> <p>9) 媒體文化專題</p> <p>10) 科技新聞與公關實務</p> <p>11) 整合行銷傳播專題</p> <p>12) 傳播與認知心理學</p>
備註	

## Institute of Communication Studies(Minor Program)

Academic Year 2019

Minimum Credits	21 credits
Curriculum and Regulations	<p>1. Required courses:</p> <p>1.1. Communication Theories</p> <p>1.2. Seminar of Comm. Tech Topics</p> <p>1.3. Comm Research Methods: Quantitative Approach / Comm Research Methods: Qualitative Approach (either one)</p> <p>2. Optional courses:</p> <p>Must pick 4 from below:</p> <p>1.1. Strategic management and marketing for media organizations</p> <p>1.2. Organizational Communication &amp; Public Relations</p> <p>1.3. Introduction to Human-computer Interaction Design</p> <p>1.4. Prototype Design and Development</p> <p>1.5. Science/Technology Communication</p> <p>1.6. Internet and Social Media Marketing</p> <p>1.7. Entertainment Media and storytelling marketing</p> <p>1.8. Community in Cyberspace</p> <p>1.9. Special Topics in Media Culture</p> <p>1.10. Practice of Journalism and PR for Science and Technology News</p> <p>1.11. Seminar in Integrated Marketing Communication</p> <p>1.12. Communication and Cognitive Psychology</p>