

傳播研究所碩士班

106 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、娛樂媒介與故事研究、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。</p>
備註	

MA Program of the Institute of Communication Studies

Academic Year 2017

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 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 & Public Relations、Introduction to Human-computer Interaction Design、Prototype Design and Development、Science/Technology Communication、Internet and Social Media Marketing、Entertainment Media and Story Marketing、Community in Cyberspace、Special Topics in Media Culture、Practice of Journalism and PR for Science and Technology News、Communication and Cognitive Psychology</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>
Other Requirements	If your undergrad major was NOT in Communication related fields, you need to take another 3 graduate credits or 6 undergrad credits to fulfill the graduation requirements, but these credits will NOT be counted into the above 33 credits.