

傳播研究所碩士班

105 學年度

最低修業年限	二年
應修學分數	33 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、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 5 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> <p>3.大學非傳播相關科系背景之研究生，須加修研究所課程 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>
備註	

MA Program of the Institute of Communication Studies Academic Year 2016

Period of Study	two to four years
Graduation Credits	33 credits
Compulsory Courses	<p>1. Required courses: Communication Theories Seminar of Comm. Tech Topics Comm Research Methods: Quantitative Approach/ Comm Research Methods: Qualitative Approach (either one)</p> <p>2. Optional courses: Must pick 5 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 Study、Community in Cyberspace、媒體文化專題(New)、Practice of Journalism and PR for Science and Technolgy News、整合行銷傳播專題(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>
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.