

Chinese Culture University, Required Courses List,
Department of Advertising , College of Journalism and Communication

Effective for Students Enrolled in and from the 2020 Academic Year

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
Required Courses											
General Required Courses	CHINESE	4	2	2							
	FOREIGN LANGUAGE	4	2	2							Choose 1 of 6 Courses
	FOREIGN LANGUAGE LISTENING AND SPEAKING DRILL	2	1	1							(Language matches the above chosen)
	INTERDISCIPLINARY PROGRAM	12			6	6					
	ART AND HUMANITIES	4	4	4	2						
	NATURAL SCIENCES AND MATHEMATICS	4									
	SOCIAL SCIENCES	2									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
	ALL-OUT DEFENSE EDUCATION MILITARY TRAINING – INTERNATIONAL SITUATIONS	0	0								
Total General and Common Courses Credits		32	9	9	8	6					
Required Courses by College	(H174) DIGITAL COMMUNICATION AND MULTIMEDIA NARRATIVE	2	2								
	(7318)COMMUNICATION THEORIES	4			2	2					
	(1271) RESEARCH METHODS IN COMMUNICATION	2			2						
	(2941) STATISTICS FOR COMMUNICATION STUDY	2				2					
	(C120) ETHIC AND LAW IN COMMUNICATION	2								2	
Required Courses by Department	(7319) INTRODUCTION TO ADVERTISING	4	2	2							
	(7321) PRINCIPLE of MARKETING	4	2	2							
	(4699) CONSUMER BEHAVIOR & ADVERTISING PSYCHOLOGY	4			2	2					
	(7707) PRINCIPLE OF CREATIVITY	2			2						
	(K952) ADVERTISING TECHNOLOGY AND LANGUAGE APPLICATIONS	3				3					
	(7490) ADVERTISING STRATEGY & PLANNING	4					2	2			
	(7313)	4					2	2			

	LECTURE on ADVERTISING SPECIAL TOPICS											
	(7658) GRADUATION PRODUCTION		6							3	3	
Total Required Credits			43	6	4	8	9	4	4	3	5	
Required Courses by Professional Concentration	A	(3712) INTEGRATED MARKETING COMMUNICATION	2			2						
		(C564) MEDIA PLAN	2					2				
		(4182) MARKETING RESEARCH	4							2	2	
	B	(7777) FUNDAMENTAL PRINCIPLE OF GRAPHIC DESIGN	3		3							
		(3711) PRINCIPLE OF VISUAL COMMUNICATION	3			3						
		(3398) ADVERTISING LAYOUT AND DESIGN	2				2					
	C	(D335) INTRODUCTION OF CULTURAL AND CREATIVE INDUSTRY	2			2						
		(D338) MARKETING AND PRACTICE OF CREATIVE INDUSTRY	3					3				
		(D179) SPECIAL TOPICS OF CREATIVE INDUSTRY	3						3			
	Minimum Graduation Credits			128								
Requirements	In addition to general required and professional compulsory courses, student must choose two concentrations and minimum 4 elective credits from other department courses before graduation.											
Other provisions of graduate requirements :												
Service Learning	Participation in service learning shall be conducted in accordance with the 'Implementation Measures for Service Learning' of the university. For detailed information, please refer to the website of the Curriculum Section at https://cur.pccu.edu.tw/											

Global competitiveness	Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information. Section at https://reg.pccu.edu.tw/
Professional Ethics/ Special Topics in Chinese Culture	According to the university's 'Implementation Guidelines for Professional Ethics Education' and 'Implementation Guidelines for Chinese Culture Topics Lectures,' students are required to participate in two-semester courses: 'Professional Ethics' and 'Chinese Culture Topics.' For detailed information, please refer to the website of the Curriculum Section: https://cur.pccu.edu.tw/
Whole Person Learning Passport	To fulfill the Whole Person Learning Passport requirements, students must actively participate in various learning activities. These activities are organized in accordance with our university's guidelines for the Whole Person Learning Passport. For more detailed information, please visit the website of the Extracurricular Activities Section at https://activity.pccu.edu.tw/