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

Effective for Students Enrolled in and from the 2023 Academic Year

	Effective for Stu		1st Year		2nd Year		3rd Year		4th Year		
Categories for Compulsory Courses	Course Title		1st Year		1st 2nd		1st 2nd		1st 2nd		Remark
			semester (Sep)	semester (Feb)	semester (Sep)	semester (Feb)	semester (Sep)	semester (Feb)	semester (Sep)	semester (Feb)	Nemark
Required Cours	es		(Зер)	(res)	(Зер)	(reb)	(Зер)	(res)	(Зер)	(reb)	
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 2	4	4	2						
	NATURAL SCIENCES AND MATHEMATICS										
	SOCIAL SCIENCES										
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
	ALL-OUT DEFENSE EDUCATION MILITARY TRAINING - INTERNATIONAL SITUATIONS		0								
Total General and	Common Courses Credits	32	9	9	8	6					
	(7318)COMMUNICATION THEORIES	3			3						
Required Courses by	(1271) RESEARCH METHODS IN COMMUNICATION	2				2					
College	(2941)										
	STATISTICS FOR COMMUNICATION STUDY					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	2			2						
	(7490) ADVERTISING STRATEGY & PLANNING	4					2	2			
	(7313) LECTURE on ADVERTISING SPECIAL TOPICS	4					2	2			
	(7658) GRADUATION PRODUCTION	6							3	3	
	(C120) ETHIC AND LAW IN COMMUNICATION	2								2	

Total Required Credits			39	4	4	7	8	4	4	3	5			
Required Courses by Professional Concentration	Α	Advertising Strategy and Planning Concentration	(3712) INTEGRATED MARKETING COMMUNICATION	2			2						3. Graduation credits must include two concentrations. 4. In addition to the two concentrations, the additional concentration courses will be recognized as elective credits.	
			(C564) MEDIA PLAN	2					2					
			(4182) MARKETING RESEARCH	2							2			
	В	Advertising Creativity and	(7777)FOUNDAMENTAL PRINCIPLE OF GRAPHIC DESIGN	2	2									
			(3711) PRINCIPLE OF VISUAL COMMUNICATION	2			2							
			(3398) ADVERTISING LAYOUT AND DESIGN	2				2						
	С	Creative Industry Marketing Concentration	(D335) INTRODUCTION OF CULTURAL AND CREATIVE INDUSTRY	2		2								
			(D338) MARKETING AND PRACTICE OF CREATIVE INDUSTRY	2					2					
			(D179) SPECIAL TOPICS OF CREATIVE INDUSTRY	2						2				
Minimum Graduation Credits			128											
			1-In addition to the college and department required compulsory courses, student must choose two concentrations before graduation.											
Requirements		-	2-Other department courses can be recognized as elective credits; however, the maximum recognizable credits are 10 credits.											
			dents must complete professional internship and graduation productions for public exhibition before											
Other provision	าร	graduation.	auirements:											
Other provisions of graduate requirements: Service 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 "Imp	olementation Measures for t the website of the Registra	the G	lobal C	ompeti	tivenes	s Assess	sment c	f Unive	rsity St	udents'	is mandatory for	

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/