



Total Required Credits				39	4	4	7	8	4	4	3	5	
Required Courses by Professional Concentration	A	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		
	B	Advertising Creativity and Production Concentration	(7777) FUNDAMENTAL PRINCIPLE OF GRAPHIC DESIGN	2	2								
			(3711) PRINCIPLE OF VISUAL COMMUNICATION	2				2					
			(3398) ADVERTISING LAYOUT AND DESIGN	2				2					
	C	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								
Requirements		<p>1-In addition to the college and department required compulsory courses, student must choose two concentrations before graduation.</p> <p>2-Other department courses can be recognized as elective credits; however, the maximum recognizable credits are 10 credits.</p> <p>3-Students must complete professional internship and graduation productions for public exhibition before graduation.</p>											
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 <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>											
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 <a href="https://reg.pccu.edu.tw/">https://reg.pccu.edu.tw/</a>											

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: <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>
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 <a href="https://activity.pccu.edu.tw/">https://activity.pccu.edu.tw/</a>