

MUST Curriculum Planning for Undergraduate Students of Academic Year 2021-2024,
Department of Marketing and Logistics Management (Continuing Education)

1 st year(110)					2 nd year(111)					3 rd year(112)									
	Course	1 st semester		2 nd semester			Course	1 st semester		2 nd semester			Course	1 st semester		2 nd semester			
		Cr.	hr.	Cr.	hr.			Cr.	hr.	Cr.	hr.			Cr.	hr.	Cr.	hr.		
MUST Core Required Courses	Physical Education	0	2	0	2	MUST Core Required Courses	Applied English(I)	2	2			MUST Core Required Courses							
	English(I)	2	2				Applied English(II)			2	2								
	English(II)			2	2														
	Chinese Reading and Expressions(I)	2	2																
	Chinese Reading and Expressions(II)			2	2														
	Introduction to Computers and Programming	3	3																
	Subtotal	7	9	4	6		Subtotal	2	2	2	2		Subtotal						
School Professional Required Courses	Management	3	3			School Professional Required Courses						School Professional Required Courses							
	Basic Mathematics	3	3																
	Economics			3	3														
	Statistics			3	3														
	Subtotal	6	6	6	6		Subtotal						Subtotal						
General Education	Classified general Education	2	2	2	2	General Education	Classified general Education	2	2	2	2	General Education							
	Classified general Education	2	2	2	2		Classified general Education	2	2										
	Subtotal	4	4	4	4		Subtotal	4	4	2	2		Subtotal						
Department compulsory courses						Department compulsory courses	Applied Economics	2	2			Department compulsory courses	English Conversation (I)	2	2				
							Applied Statistics	2	2				English Conversation (II)			2	2		
							Marketing Management	3	3				Digital Marketing	2	2				
							Japanese (I)	2	2				Logistics Management	2	2				
							Japanese (II)			2	2		Market Survey Practice	3	3				
							Introduction to Distribution Management			2	2		Content Marketing			2	2		
							Consumer Behavior			2	2		Supply Chain Management			2	2		
							Data Analysis and Software Application			2	2								
							Professional Ethics			2	2								
		Subtotal						Subtotal	9	9	10		10		Subtotal	9	9	6	6
Department Elective Courses						Department Elective Courses	Electronic Commerce	2	2			Department Elective Courses	Business Planning	2	2				
							Store Operation Management	2	2				Pricing Strategy and Management	2	2				
							Applied Accounting	3	3				Business Japanese	2	2				
							Introduction to MICE Industry	2	2				Financial Management	3	3				
							Service Marketing and Management			2	2		Interpersonal Communication and Organizational Leadership	2	2				
							Multimedia Application in Marketing			2	2		Marketing Management: Practice and Training	2	2				
							Marketing Channel Management			2	2		Advertising Management and Practices	2	2				
							Japanese Economics, Trade and Culture			2	2		Store Planning and Design	2	2				
							Store Display and Layout			2	2		Green Marketing			2	2		
							PR Project Management			2	2		Brand Management			2	2		
													Chain store management			2	2		
													Logistics Management: Practice and Training			2	2		
													Advanced Business Japanese			2	2		
													Creative Thinking			3	3		
													Event Marketing			2	2		
										Retail Management			2	2					
										Marketing Research			2	2					

4 th year(113)					
	Course	1 st semester		2 nd semester	
		Cr.	hr.	Cr.	hr.
MUST Core Required Courses					
	Subtotal				
School Professional Required Courses					
	Subtotal				
General education					
	Subtotal				
Department compulsory courses	Special Topic Project	2	2		
	Subtotal	2	2		
Department Elective Courses	Sales Practices	2	2		
	Innovation Management	2	2		
	Business Japanese Conversation	2	2		
	Customer Relationship Management	2	2		
	Digital Applications: Practice and Training	2	2		
	Pre-employment Exercise	3	3		
	Advanced Computer Skills in the Workplace			2	2
	Marketing Case Study			2	2
	Distribution Case Study			2	2
	Enterprise Resource Planning			2	2
Creative Marketing			2	2	
Internship			9	9	

Cr./hr.=Credit/hour

Remarks:

1. Credits required for graduation are: 128 credits
2. 77 compulsory credits and 51 elective credits(the professional elective course credits shall be at least 36 credits.)
3. Elective courses are subject to change if necessary.