

MUST Curriculum Planning for Undergraduate Students of Academic Year 2022-2025,
Department of Marketing and Logistics Management (Continuing Education)

1 st year(111)					2 nd year(112)					3 rd year(113)										
	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					MUST Core Required Courses	Classified general Education	2	2	2	2	MUST Core Required Courses								
	Classified general Education	2	2	2	2		Classified general Education	2	2											
	Classified general Education	2	2	2	2															
	Subtotal	4	6	4	6		Subtotal	4	4	2	2		Subtotal							
School Professional Required Courses	Management	3	3			School Professional Required Courses	Business English (III) (IV)	2	2	2	2	School Professional Required Courses								
	Basic Mathematics	3	3																	
	Introduction to Computers and Programming	3	3																	
	Applied Chinese (I) (II)	2	2	2	2															
	Business English (I) (II)	2	2	2	2															
	Economics			3	3															
	Statistics			3	3															
Subtotal	13	13	10	10	Subtotal	2	2	2	2	Subtotal										
Department compulsory courses						Department compulsory courses	Applied Economics	2	2			Department compulsory courses	Digital Marketing	2	2					
					Applied Statistics		2	2			Logistics Management		2	2						
					Marketing Management		3	3			Market Survey Practice		3	3						
					Japanese (I) (II)		2	2	2	2	English Conversation (I) (II)		2	2	2	2				
					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										
Subtotal					Subtotal	9	9	10	10	Subtotal	9	9	6	6						
Department Elective Courses	Store Operation Management			2	2	Department Elective Courses	Electronic Commerce	2	2			Department Elective Courses	Business Planning	2	2					
					Store Display and Layout		2	2			Pricing Strategy and Management		2	2						
					Applied Accounting		2	2			Business Japanese		2	2						
					Japanese Economics, Trade and Culture		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						
					Project Management				2	2	Store Planning and Design		2	2						
											Green Marketing				2	2				
											Brand Management				2	2				
											Chain store management				2	2				
											Distribution Management: Practice and Training				2	2				
											Advanced Business Japanese				2	2				
											Big Data Marketing				2	2				
											Business Communication and Negotiation				2	2				
									Event Marketing			2	2							
									Retail Management			2	2							
									Marketing Research			2	2							

4 th year(114)					
	Course	1 st semester		2 nd semester	
		Cr.	hr.	Cr.	hr.
MUST Core Required Courses					
	Subtotal				
School Professional Required Courses					
	Subtotal				
Department compulsory courses	Special Topic Project	2	2		
	Subtotal	2	2	0	0
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.