

MUST Curriculum Planning for Undergraduate Students for Academic Years 2022-2025  
Department of Marketing and Logistics Management

1 <sup>st</sup> year(111)					2 <sup>nd</sup> year(112)					3 <sup>rd</sup> year(113)							
	Course	1 <sup>st</sup> semester		2 <sup>nd</sup> semester			Course	1 <sup>st</sup> semester		2 <sup>nd</sup> semester			Course	1 <sup>st</sup> semester		2 <sup>nd</sup> 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	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												
	<b>Subtotal</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>6</b>		<b>Subtotal</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>		<b>Subtotal</b>				
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												
	Introduction to Artificial Intelligence			3	3												
<b>Subtotal</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>Subtotal</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>Subtotal</b>							
Compulsory courses	Introduction to Distribution Management	2	2			Compulsory courses	Applied Economics	3	3			Compulsory courses	Marketing Research	3	3		
	Marketing Management			3	3		Applied Statistics	3	3				Supply Chain Management	2	2		
							Consumer Behavior	3	3				Content Marketing			2	2
							English Conversation (I) (II)	2	2	2	2		Professional Ethics			2	2
							Japanese (I) (II)	2	2	2	2		Special Topic Project (I)			1	1
							Logistics Management			2	2						
							Digital Marketing			2	2						
	<b>Subtotal</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>		<b>Subtotal</b>	<b>13</b>	<b>13</b>	<b>11</b>	<b>11</b>		<b>Subtotal</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>
Elective Courses						Elective Courses	Electronic Commerce	2	2			Elective Courses	Business Planning	2	2		
							Merchandise Management	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		Store Operation Management	2	2		
							Multimedia Application in Marketing			2	2		Interpersonal Communication and Organizational Leadership	2	2		
							Marketing Channel Management			2	2		Marketing Management: Practice and Training	3	3		
							Store Display and Layout			2	2		Business English	2	2		
							Project Management			2	2		Advertising Management and Practices	2	2		
													Store Planning and Design	2	2		
													Green Marketing			3	3
													Brand Management			2	2
													Chain store management			2	2
													Distribution Management: Practice and Training			3	3
													Advanced Business Japanese			2	2
													Digital Applications: Practice and Training			2	2
													Big Data Marketing			2	2
													Business Communication and Negotiation			2	2
										Retail Management			2	2			
										Event Marketing			2	2			
										Skills of Business Presentation			2	2			
										Purchasing and Inventory Management			2	2			

4 <sup>th</sup> year(114)					
	Course	1 <sup>st</sup> semester		2 <sup>nd</sup> semester	
		Cr.	hr.	Cr.	hr.
MUST Core Required Courses					
	<b>Subtotal</b>				
School Professional Required Courses					
	<b>Subtotal</b>				
Compulsory courses	Special Topic Project (II)	1	1		
	Business Professional License	1	1		
	Internship			9	9
	<b>Subtotal</b>	<b>2</b>	<b>2</b>	<b>9</b>	<b>9</b>
Elective Courses	Sales Practices	2	2		
	Innovation Management	2	2		
	Business Japanese Conversation	2	2		
	Customer Relationship Management	2	2		
	Marketing Case Study	2	2		
	Advanced Computer Skills in the Workplace	2	2		
	Pre-employment Exercise	3	3		
	Distribution Case Study	2	2		
	Creative Marketing	2	2		
	Enterprise Resource Planning	2	2		
	Logistics Center Management	2	2		
Marketing and Distribution Information S	2	2			

Cr./hr.=Credit/hour

Remarks:

- According to university regulations, students are required to meet the graduation requirement of basic language proficiency and professional skills.
- Students shall take 4 hours Service Education courses (0 credits) in the first and second semester of the first academic year.
- In the first three years, students must take 16-30 credits per semester, and 9-30 credits per semester in the 4<sup>th</sup> year.
- Minimum graduation credits: 128 credits; Compulsory credits: 94 credits. Elective credits: 34 credits (elective credits include inter-departmental elective credits); the elective credits for majors in the department must not be lower than 22 credits.
- Students having graduated from a foreign country, including Hong Kong and Macau, with the equivalent of the second year of high school study of the ROC's high school sophomore level, or with a high school equivalent degree, need to take 140 credits including 94 compulsory credits, and at least 46 elective credits (including inter-departmental elective credits), while elective professional course credits shall not be fewer than 40. The program can be extended up to 3 academic years.
- Students should take off-campus internship courses, and the relevant measures are handled in accordance with the Implementation of Off-campus Internship Teaching for Students in the Department of Marketing and Logistics Management.
- Elective courses are subject to change if necessary.