

MUST Curriculum Planning for Undergraduate Students of Academic Year 2023-2026,  
Department of Marketing and Logistics Management (Continuing Education)

| 1 <sup>st</sup> year(112)            |   |                          |           |                          | 2 <sup>nd</sup> year(113)               |                                      |                              |                          |  | 3 <sup>rd</sup> year(114) |  |                                      |                   |                          |          |                          |          |
|--------------------------------------|---|--------------------------|-----------|--------------------------|---|--------------------------------------|------------------------------|--------------------------|--|---------------------------|--|--------------------------------------|-------------------|--------------------------|----------|--------------------------|----------|
|                                      | 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                        | 1                        | 2         | 1                        | 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>5</b>                 | <b>6</b>  | <b>5</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 |                   |                          |          |                          |          |
|                                      | 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                                       |                                      |                              |                          |  |                           |  |                                      |                   |                          |          |                          |          |
|                                      | <b>Subtotal</b>                           | <b>10</b>                | <b>10</b> | <b>10</b>                | <b>10</b>                               |                                      | <b>Subtotal</b>              | <b>2</b>                 | <b>2</b>                               | <b>2</b>                  | <b>2</b>   |                                      | <b>Subtotal</b>   |                          |          |                          |          |
| Department compulsory courses        | Management Mathematics                    | 2                        | 2         |                          |   | 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                        |          |
|                                      | <b>Subtotal</b>                           | <b>2</b>                 | <b>2</b>  |                          |   |                                      | <b>Subtotal</b>              | <b>9</b>                 | <b>9</b>                               | <b>10</b>                 | <b>10</b>  |                                      | <b>Subtotal</b>   | <b>9</b>                 | <b>9</b> | <b>6</b>                 | <b>6</b> |
| 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 Leads |                                      | 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 <sup>th</sup> year(115)            |   |                          |          |                          |          |
|--------------------------------------|---|--------------------------|----------|--------------------------|----------|
|                                      | 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>                             |                          |          |                          |          |
| Department compulsory courses        | Special Topic Project                       | 2                        | 2        |                          |          |
|                                      | <b>Subtotal</b>                             | <b>2</b>                 | <b>2</b> | <b>0</b>                 | <b>0</b> |
| 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. 78 compulsory credits and 50 elective credits (the professional elective course credits shall be at least 36 credits.)
3. Elective courses are subject to change if necessary.