

MUST Curriculum Planning for Undergraduate Students for Academic Years 2023-2026
Department of Marketing and Logistics Management

1 st year(112)					2 nd year(113)					3 rd year(114)							
	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	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												
	Subtotal	5	6	5	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					
	Introduction to Computers and Programming	2	2														
	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			2	2												
Subtotal	9	9	12	12	Subtotal	2	2	2	2	Subtotal							
Compulsory courses	Introduction to Distribution Management	2	2			Compulsory courses	Applied Economics	3	3			Compulsory courses	Marketing Research	3	3		
	Management Mathematics	2	2				Applied Statistics	3	3				Supply Chain Management	2	2		
	Marketing Management			3	3		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		Special Topic Project (II)			1	1
							Digital Marketing			2	2						
	Subtotal	4	4	3	3		Subtotal	13	13	11	11		Subtotal	5	5	5	5
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				Marketing Management: Practice and Tra	2	2			
						Japanese Economics, Trade and Culture	2	2				Advertising Management and Practices	2	2			
						Service Marketing and Management			2	2		Social Media Marketing	2	2			
						Multimedia Application in Marketing			2	2		Retail Management	2	2			
						Social Enterprise Marketing			2	2		Store Planning and Design	2	2			
						Creative Digital Design			2	2		Business English	2	2			
						project management			2	2		Business Japanese	2	2			
						Marketing Channel Management			2	2		Financial Management	2	2			
						Logistics Technology and Management			2	2		Interpersonal Communication and Organ	2	2			
						Chain Store Operation Management			2	2		Green Marketing			3	3	
												Brand Management			2	2	
												Big Data Marketing			2	2	
												Event Marketing			2	2	
												Digital Applications: Practice and Training			2	2	
												Chain store management			2	2	
												Distribution Management: Practice and Training			3	3	
												Purchasing and Inventory Management			2	2	
												Business Communication and Negotiation			2	2	
									Smart Retail Technology Application			2	2				
									Advanced Business Japanese			2	2				

4 th year(115)					
	Course	1 st semester		2 nd semester	
		Cr.	hr.	Cr.	hr.
MUST Core Required Courses					
	Subtotal				
School Professional Required Courses					
	Subtotal				
Compulsory courses	Internship	9	9		
	Business Professional License			1	1
	Subtotal	9	9	1	1
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 Systems			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 4th year.
- Minimum graduation credits: 128 credits; Compulsory credits: 93 credits. Elective credits: 35 credits (elective credits include inter-departmental elective credits); the elective credits for majors in the department must not be lower than 23 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 93 compulsory credits, and at least 47 elective credits (including inter-departmental elective credits), while elective professional course credits shall not be fewer than 35. 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.