

國立臺北商業大學國際商務系114年度春季班文創產業國際行銷經營管理產業碩士專班課程科目表（114學年度入學新生適用）  
Course List for Master of Industrial Graduate Program for Culture Creation International Marketing and Operation Management, Department of International Business, College of Business, National Taipei University of Business (Applicable to new students admitted in Spring, 2025)

科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授課時數 Contact Hour								備註 Remarks
				第一學年 AY 1				第二學年 AY 2				
				第一學期 Spring		第二學期 Fall		第一學期 Spring		第二學期 Fall		
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
專業必修 Core Course (Compulsory)	文創產業國際行銷專題（一） The Cultural and Creative Industries: International Marketing Project (I)	3	3	3								專業必修18學分 Core Course required: 18 Credits (含論文) (including thesis 6 credits)
	國際行銷管理 International Marketing Management	2	2	2								
	研究方法 Research Methods	2	2			2						
	文創產業國際行銷專題（二） The Cultural and Creative Industries: International Marketing Project (II)	3	3					3				
	國際行銷廣告與顧客溝通 International Marketing Advertising & Customer Communications	2	2							2		
	論文寫作 Thesis Writing	6	6			2		2		2		
	合計 Subtotal	18	18	5	0	4	0	5	0	4	0	
	必修合計 Subtotal, Compulsory	18	18	5	0	4	0	5	0	4	0	
專業選修 Elective	文創事件行銷與公共關係（含實習） Event Marketing and Public Relations (Including Internship)	2	2	2								
	國際行銷商務英語溝通 International Marketing: Business Communication in English	2	2	2								
	文創體驗行銷與文化美學（含實習） Creative Experiential Marketing and Cultural Aesthetics (Including Internship)	2	2	2								114年第一學期暑假上課
	文化觀光暨地方文創產業分析（含實習） Cultural Tourism and Analysis of Local Cultural and Creative Industries (Including Internship)	2	2	2								114年第一學期暑假上課
	國際跨文化溝通領導學 Intercultural Communication and International Leadership	2	2			2						
	國際企業財務管理 International Finance Management	2	2			2						
	國際商業與文創智財權法規 Intellectual Property Rights in International Business and Culture and Creative Industries	3	3			3						
	全球文化创意產業分析 Global Culture and Creative Industries Analysis	3	3			3						
	國際創新創業管理 International Innovation and Entrepreneurship	2	2					2				
	文創產業設計行銷 Cultural and Creative Industry Design Marketing	2	2					2				
	文創數位內容與電子行銷（含實習） Digital Content and Marketing in Cultural and Creative Industries (Including Internship)	2	2					2				
	文創產業消費者行為 Consumer Behaviors of Cultural and Creative Industries	2	2					2				
	品牌策略與管理 Brand Strategy and Management	3	3							3		
	文創產業故事行銷（含實習） Story Marketing & Cultural and Creative Industry (Including Internship)	3	3							3		
	新媒體設計與國際行銷(含實習) New Media and International Marketing (Including Internship)	2	2							2		
	合計 Subtotal, Elective	34	34	8	0	10	0	8	0	8	0	
	選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required)	18										
畢業最低總學分數36（專業選修至少應修18學分） Total Number of Required Credits :36 (Minimum of Electives Required: 18 Credits)												

註1.最低畢業學分數：36學分(含碩士論文6學分)，其中必修18學分、至少須選修18學分。Minimum graduation credits: 36 credits (including 6 credits for master's thesis), of which 18 credits are compulsory and at least 18 elective credits are required.  
註2.107學年度起入學之學生須依本校「研究生學術倫理教育實施要點」完成學術倫理教育相關課程達6小時以上，始得申請論文學位考試。According to the "Guidelines for Academic Research Ethics Education Course", students are required to complete the Research Ethics Education course (more than 6 hours) to apply for a dissertation exam.  
註3.113學年度起入學之學生須依本校「學生資訊能力檢核辦法」規定，應於畢業前達成辦法內擇一資訊能力檢核認定項目，始得畢業。  
Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.

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