

銘傳大學觀光學院『休閒行銷視覺與影像應用學分學程』 課程架構表

Ming Chuan University School of Tourism Leisure Visual Marketing and Image Applications
Focused Course Program Curriculum Framework

執行單位：休閒遊憩管理學系2019-10-14

Implementation Unit: Leisure and Recreation
Management Department
October 14, 2019

課程類型 (必或選修) Course Type (Required or Elective)	課程名稱 Course Title		開課年級 Year for offering course	學分數 Credits	備註(院系別) Note (School and Department)	
必修 Required	18313	休閒運動 Leisure Sports	二	3	休憩系 Leisure and Recreation Mgmt Dept	二擇一 Select 1 from the 2
必修 Required	18203	休憩行銷管理 Marketing in Leisure and Recreation	二	3	休憩系 Leisure and Recreation Mgmt Dept	
必修 Required	32101	視覺傳播 Visual Communication	一	2	廣電系 Radio and Television Dept	六至少擇一(多選可視為選修學分) Select at least 1 from the 6 (additional courses selected can be considered as electives)
必修 Required	32105	基礎攝影 Basic Photography	一	2	廣電系 Radio and Television Dept	
必修 Required	32133	故事與分鏡 Storyboarding and Storytelling	一	2	廣電系 Radio and Television Dept	
必修 Required	32102	電子媒體概論 Introduction to Electronic Media	一	2	廣電系 Radio and Television Dept	
必修 Required	32104	電視節目製作 Television Program Production	一	2	廣電系 Radio and Television Dept	
必修 Required	34111	廣告學 Advertising	一	2	廣電系 Radio and Television Dept	
選修 Elective	20101	觀光學概論 Introduction to Tourism	一	3	休憩系 Leisure and Recreation Mgmt Dept	
選修 Elective	20104	休憩學概論 Introduction to Leisure and Recreation	一	3	休憩系 Leisure and Recreation Mgmt Dept	
選修 Elective	20119	餐旅管理概論 An Introduction to Hospitality Management	一	3	休憩系 Leisure and Recreation Mgmt Dept	

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選修 Elective	11102	管理學 Management	一	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18312	國家公園與世界遺產 National Parks and World Heritage	一	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18201	休憩人力資源管理 Human Resources Management in Leisure and Recreation	二	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18202	休憩環境資源調查 Resources Investigation in Leisure and Recreation	二	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18305	安全與風險管理 Safety and Risk Management	二	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18308	休憩活動設計 Programming in Leisure and Recreation	二	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18316	旅遊規劃 Tour Planning	三	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18301	商業遊憩 Commercial Recreation	三	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	32103	廣播節目製作 Radio Program Production	一	2	廣電系 Radio and Television Dept
選修 Elective	32131	戲劇概論 Introduction to Drama	一	2	廣電系 Radio and Television Dept
選修 Elective	33131	新聞採訪寫作(一) News Reporting and Writing I	一	2	廣電系 Radio and Television Dept
選修 Elective	33132	新聞採訪寫作(二) News Reporting and Writing II	一	2	廣電系 Radio and Television Dept
選修 Elective	32201	廣電新聞 Broadcasting News	二	2	廣電系 Radio and Television Dept
選修 Elective	32203	影視節目與編導 TV Program and Directing	二	2	廣電系 Radio and Television Dept
選修 Elective	33215	傳播原理(一) Principles of Communication I	二	2	廣電系 Radio and Television Dept
選修 Elective	33250	傳播研究方法(一) Communication Research Methods I	二	2	廣電系 Radio and Television Dept
選修 Elective	32202	劇本寫作 Script Writing	二	2	廣電系 Radio and Television Dept

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選修 Elective	32204	藝術概論 Introduction to Art	二	2	廣電系 Radio and Television Dept
選修 Elective	33216	傳播原理(二) Principles of Communication II	二	2	廣電系 Radio and Television Dept
選修 Elective	33251	傳播研究方法(二) Communication Research Methods II	二	2	廣電系 Radio and Television Dept

備註：本學程學生於修業期間，必須修畢至少 20 學分(其中至少應有 6 學分不屬於學生原學系之科目)，經審查無誤後，由學校發給學分學程證明書。

Students are required to complete 20 credits (6 credits among these courses should not be the student's required courses) during the years allotted. Students will receive the Focused Course Program Certificate upon review and approval.