

元智大學人文社會學院英語學士班「跨文化行銷與溝通」**深耕**跨域學程
科目規劃表

International Bachelor Program in Strategic Communication, College of Humanities and Social
Sciences (IBSC)

Yuan Ze University

“Cross-Cultural Marketing and Communication” **Advanced Cross-Domain** Program

Course Planning Table

(115學年度申請適用)

(For students applied in Academic Year 2026)

115.04.29—一四學年度第七次教務會議通過

Passed by the 7th Academic Affairs Meeting, Academic Year 2025, on April 29, 2026

1. 教學目標 Teaching Objectives :

在全球化的趨勢下，學生要能理解和尊重不同國家和文化之間的差異，方能進行有效的溝通與行銷。此學程深入探討全球化背景下的消費者行為、文化差異及其對行銷策略的影響，注重理論與實踐的結合。本學程課程內容不僅覆蓋傳統的行銷、溝通、說服與心理學理論，還引入最新的社群媒體策略，並強調跨文化的理解與尊重，使學生能夠在數位化時代進行有效的跨文化溝通，培養國際化問題解決人才。

In the era of globalization, students must develop an understanding of and respect for cultural and national differences to achieve effective communication and marketing outcomes. This program explores consumer behavior, cultural diversity, and their influence on marketing strategies within a globalized context, emphasizing a balance between theoretical knowledge and practical application. The curriculum encompasses traditional theories of marketing, communication, persuasion, and psychology while integrating contemporary social media strategies. It underscores the importance of cross-cultural understanding and mutual respect, equipping students with the skills needed for effective cross-cultural communication in the digital age. Graduates will emerge as globally minded problem-solvers, capable of addressing complex challenges in an interconnected world.

二、課程設計 Curriculum Design :

(一) 必修課程 Required Courses : 至少 3 學分 At least 3 credits

課號 Course ID	課程名稱 Course Name	學分 Credit(s)	學制 Degree structure	開課系所 Department Offered the Present Course(s)	備註 Remarks
IH233	行銷概論 Introduction to Marketing	3	大學部 Undergraduate Program	人社院英語學士班 IBSC	CM203 與 IH233 必修二選一 Required. Choose either CM203 or IH233
CM203	行銷管理 Marketing Management	3	大學部 Undergraduate Program	管院英語專班 EBBA	
IH105	跨文化溝通 Intercultural Communication	3	大學部 Undergraduate Program	人社院英語學士班 IBSC	必修

(二) 選修課程 Elective courses : 至少 6 學分 At least 6 credits

課號 Course ID	課程名稱 Course Name	學分 Credit(s)	學制 Degree structure	開課系所 Department Offered the Present Course(s)	備註 Remarks
IH104	溝通理論概論 Introduction To Communication Theory	2	大學部 Undergraduate Program	人社院英語學士班 IBSC	
IH206	說服原理 Principles of Persuasion	3	大學部 Undergraduate Program	人社院英語學士班 IBSC	
IH226	溝通說服與談判 Negotiation Skills and Techniques	3	大學部 Undergraduate Program	人社院英語學士班 IBSC	
IH248	AI多媒體內容管理與創造 Content Management and Creation with AI	3	大學部 Undergraduate Program	人社院英語學士班 IBSC	
CM216	國際企業管理 International Business Management	3	大學部 Undergraduate Program	管院英語專班 EBBA	
CM395	全球跨文化行銷 Global and Cross-Cultural Marketing	3	大學部 Undergraduate Program	管院英語專班 EBBA	
CM243	消費者心理洞察與行為 Consumer Psychology, Insights and Behavior	3	大學部 Undergraduate Program	管院英語專班 EBBA	
CM215	零售管理 Retailing Management	3	大學部 Undergraduate Program	管院英語專班 EBBA	

三、學程證書授予標準 Certificate Award Criteria :

1. 須至少修習一門非學生所屬學系（組、班）之科目，不含與他系合開之課程。
Students are required to take at least one course outside their own department (or program/class), excluding courses co-offered with other departments.
2. 修讀本學程之學生必須修畢必修課程至少3學分及選修課程至少6學分，計修滿12學分（含）以上者，授與「跨文化行銷與溝通」深耕跨域學程證書。
Students enrolled in this program must complete at least 3 credits of required courses and at least 6 credits of elective courses. Those who complete a total of 12 credits or more will be awarded the “Artificial Intelligence in Investment” Advanced Cross-Domain Program Certificate.

四、領域別 Fields of Study : 永續發展 Sustainable Development**五、學程召集人 Program Director : 周若漢 老師 Prof. Robert Emil Johanson****六、負責規劃單位 Responsible Planning Unit : 人文社會學院英語學士班 International Bachelor Program in Strategic Communication, College of Humanities and Social Sciences (IBSC)**