

元智大學管理學院學士英語專班 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(全英語授課)科目規劃表

English Bachelor of Business Administration Program in College of Management / International
Bachelor Program in Strategic Communication, College of Humanities and Social Sciences(IBSC)
Yuan Ze University

“Cross-Cultural Marketing and Communication” Advanced Cross-Domain (EMI) Program

Course Planning Table

(115學年度申請適用)

(For students applied in Academic Year 2026)

115.04.29一一四學年度第七次教務會議新訂通過

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

115.08.25 一一五學年度第一次教務會議修訂通過

Amended by the 1st Academic Affairs Meeting, Academic Year 2026, on August 25, 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) 核心課程 Core 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	備註 Remarks
【管理學院 College of Management】					
CM203	行銷管理 Marketing Management	3	大學部 Undergraduate Program	管理學院學士英語學士班 English Bachelor of Business Administration	
CM216	國際企業管理 International Business Management	3			
【人文社會學院 College of Humanities and Social Sciences】					
IH233	行銷概論 Introduction to Marketing	3	大學部 Undergraduate	人社院英語學士班	

課號 Course ID	課程名稱 Course Name	學分 Credit(s)	學制 Degree structure	開課系所 Department Offered	備註 Remarks
IH105	跨文化溝通 Intercultural Communication	3	Program	International Bachelor Program in Strategic Communication	

(二) 專業課程 Professional courses：至少 9 學分 At least 9 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
【管理學院 College of Management】					
CM395	全球跨文化行銷 Global and Cross-Cultural Marketing	3	大學部 Undergraduate Program	管理學院學士英語專班 English Bachelor of Business Administration	需先修過 CM203 行銷管理 50 分 Prerequisite CM203 Marketing Management, with a minimum grade of 50
CM243	消費者心理洞察與行為 Consumer Psychology, Insights and Behavior	3			
CM215	零售管理 Retailing Management	3			
【人文社會學院 College of Humanities and Social Sciences】					
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 International Bachelor Program in Strategic Communication	
IH206	說服原理 Principles of Persuasion	3			
IH226	溝通說服與談判 Negotiation Skills and Techniques	3			
IH248	AI 多媒體內容管理與創造 Content Management and Creation with AI	3			

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

- 修讀本學程之學生須至少修畢12學分，包含核心課程3學分，專業課程9學分，即授予學程證書。
Students enrolled in this program must complete 12 credits, including 3 credits of core courses, 9 credits of professional courses, to be awarded a program certificate.
- 選讀學程學生所修習之學程課程中，至少應有6學分不屬於學生本系所、雙主修、輔系及與他系合開之課程。
At least 6 credits selected from the aforementioned courses must not belong to the department the student is originally from, nor be part of the student's double major or minor, nor co-offered with other departments.
- 學生修讀此學程，其修習課程應以英語授課課程為限。
All courses taken under this program must be taught in English.
- 學生修讀此學程，其學分不得與本院其他學程課程重複計算。
Courses selected for this program will not be counted in other program offered by the same college.

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)