

元智大學 管理學院 / 人文社會學院 跨院全英語學程科目規劃一覽表
「跨文化行銷與溝通」學程

UnderGraduate Program on Cross-Cultural Marketing and Communication
(113 學年度起適用)

113.06.05 一一二學年度第九次教務會議通過

學程概述：

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。

開課學院	課號	課程名稱	學分數	授課年級	負責系所	備註
管理學院	CM203	行銷管理	3	二下	管院學士英語專班	必修 (二選一)
人文社會學院	IH233	行銷概論	3	二下	人社院英語學士班	
	IH105	跨文化溝通	3	二上	人社院英語學士班	必修
管理學院	CM216	國際企業管理	3	二上	管院學士英語專班	
	CM395	全球跨文化行銷	3	三上	管院學士英語專班	
	CM243	消費者心理洞察與行為	3	三上	管院學士英語專班	
	CM215	零售管理	3	三下	管院學士英語專班	
人文社會學院	IH104	溝通理論概論	2	一下	人社院英語學士班	
	IH206	說服原理	3	三上	人社院英語學士班	
	IH226	溝通說服與談判	3	二上	人社院英語學士班	
	IH248	AI 多媒體內容管理與創造	3	二下	人社院英語學士班	

學程證書授予標準：

1. 修習此學程的學生須至少修習 12 學分。
2. 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、雙主修及輔系之課程。
3. 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。
4. 凡修畢上述學分，由兩院共同授予「跨文化行銷與溝通」學程證書

學程申請及證書申請：

1. 學程申請：本學程採預先登記制。欲修讀學程之同學請於每學期開學後一月內至個人 portal 申請(登入個人 portal→學習檔案→跨領域學程→申請選修學程)。
2. 證書申請：符合學程證書授與標準者，請備妥成績單正本至兩院英語學士班辦理。

Yuan Ze University College of Management / College of Humanities and Social Sciences
List of Cross-college English Programs for
Cross-Cultural Marketing and Communication
(Effective from Academic Year 113)

Passed by the 9th Academic Affairs Meeting, Academic Year 2023, on June 05, 2024

Specialization Overview:

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.

Academy	Course ID	Course Name	Credits	Semester	Year	Department	Note
College of Management	CM203	Marketing Management	3	Spring	2	EBBA	Required (Choose either)
College of Humanities and Social Sciences	IH233	Introduction to Marketing	3	Spring	2	IBSC	
College of Humanities and Social Sciences	IH105	Intercultural Communication	3	Fall	2	IBSC	Required
College of Management	CM216	International Business Management	3	Fall	2	EBBA	
	CM395	Global and Cross-Cultural Marketing	3	Fall	3	EBBA	
	CM243	Consumer Psychology, Insights and Behavior	3	Fall	3	EBBA	
	CM215	Retailing Management	3	Spring	3	EBBA	
College of Humanities and Social Sciences	IH104	Introduction To Communication Theory	2	Spring	1	IBSC	
	IH206	Principles of Persuasion	3	Fall	3	IBSC	
	IH226	Negotiation Skills and Techniques	3	Fall	2	IBSC	
	IH248	Multimedia Content Management and Creation with AI	3	Spring	2	IBSC	

Requirements for receiving Specialization Certificate :

1. Students must receive a total of 12 credits from the above courses.
2. At least 6 credits selected from the aforementioned courses must not belong to the department which the student is originally from, nor be part of the students' double major or minor.
3. Courses selected for this program will not be counted in other program offered by the same college.
4. Upon completing the above requirements, students will receive the "Cross-Cultural Marketing and Communication" specialization certificate issued by the College of Management / College of Humanities and Social Sciences.

Application procedures :

1. Students who are interested in taking the program must register in the portal within one month after the first day of class in the new semester (Portal → Learning Profile → Interdisciplinary Program).
2. To Apply for the certificate: Students who have completed the requirements should submit the application form (with their transcript an attachment) to the EBBA or IBSC office.