Date: September 12, 2014

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

	Course		Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
					Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
					Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
MCU Core Required Courses - (1)	~~Chinese Literature: Appreciation and Creative Writing~~		4																		Choose "Chinese Literature: Appreciation and Creative Writing-1" and "Chinese Literature: Appreciation and Creative Writing-2"or "Basic Mandarin Conversation I " and "Basic Mandarin Conversation II "as substitutions
	~~Practical English 1-4~~		8																		Choose "English Reading and Composition-1", "English Reading and Composition-2", "Writing in the Professions" and "Cross Field General Education Courses" as substitutions
	~~Business Communication 1-2~~																				
	~~Workplace English 1-2~~																				
	~~General Education~~		12																		Choose four from "Mathematics and Science" category, "Social Science" category, "Humanities & Arts" category and "Cross Field General Education Courses" category as substitutions
	Subtotal		24																		
	Chinese	Chinese Literature: Appreciation and Creative Writing I and II	6	6	3		3														**Only Applied to Local Students**
		Basic Mandarin Conversation I and II	6	6	3		3														**Only Applied to International Students**
	Language	English Reading and Composition I	3	3	3																Substitutions for "Practical English 1-4 ", "Business Communication 1-2", "Workplace English 1-2"
		English Reading and Composition II	3	3			3														
		Professional Writing	3	3					3												
	Computer	Applied Information Technology：Office Software	3	4	3	1															Choose "Applied Information Technology: Office Software, "Applied Information Technology: Data Processing" as substitution
		Applied Information Technology：Data Processing	3	4			3	1													
	Physical Education (1)-(6)		0	12	2		2		2		2		2		2						It is required to take PE (1)~(4)
	Subtotal		**21**																		**Complete 21 credits from MCU Core Required Course (1) before graduation**

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

Course			Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
					Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
					Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
MCU Core Required Courses - (2)	Social Science	Psychology	3	3	3																Choose at least ONE course from "Social Science" category
		Sociology	3	3			3														
		Economics	6	8	3																
		Politics	3	3			3														
		Management	3	3			3														
		Introduction to Law	3	3							3										
		Special Topics on Social Science	3	3							3										
	Mathematics & Science	Biology	3	3	3																Choose at least ONE course from "Mathematics and Science" category
		Physics	3	3	3																
		Chemistry	3	3			3														
		Accounting	6	10	3	2	3	2													
		Calculus	6	8	3	1	3	1													
		Statistics	6	8					3	1	3	1									
		Introduction to Science	3	3					3												
		Studies on Environmental Dynamics	3	3							3										
		Marine Biology	3	3							3										
		Special Topics on Science	3	3							3										
	Humanities & Arts	Introduction to Chinese Literature	3	3	3																Choose at least ONE course from "Humanities & Arts" category
		Special Topics on Modern China	3	3	3																
		Introduction to Chinese Culture	3	3	3																
		Readings of Selected Short Stories	3	3	3																
		Introduction to Western Literature	3	3	3																
		Cross-cultural Communication	3	3	3																
		Special Topics on Art	3	3	3																
		Special Topics on Humanity	3	3			3														
		Chinese History and Culture	3	3			3														
		Introduction to World Literature	3	3			3														
		Western Art Appreciation	3	3			3														
		Public Speaking	3	3							3										

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

Course			Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
					Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
					Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
MCU Core Required Courses - (3)	Cross Field General Education Courses	Leadership	3	3							3										Choose at least ONE courses from "Cross Field General Education Courses
		Practical English Reading	3	3							3										
		Applied Linguistics	3	3							3										
		Second Language Acquisition	3	3							3										
		Second Foreign Language	3	3							3										
		Educational Psychology	3	3							3										
		Etiquette and Communication	3	3					3												
		Special Topics on Globalization	3	3							3										
		Special Topics on Asia	3	3							3										
		Special Topics on International Relations	3	3							3										
		Special Topics on Cross-strait	3	3							3										
		Special Topics on Negotiation	3	3							3										
		The Economics of Environmental Pollution	3	3							3										
		Intermediate Mandarin Conversation I	3	3					3												Only Applied to International Students
		Intermediate Mandarin Conversation II	3	3							3										
	Subtotal		12																		Complete 12 credits from MCU Core Required Course (2)~(3) before graduation
Professional Required Courses - (1)	~~Basic English Listening and Speaking~~		0	2	2																Basic English Listening and Oral Communication Students who fulfill IC entrance English proficiency requirement, or with an English proficiency certificate of at least TOEFL 500 / IBT61, IELTS 5 or GEPT - Intermediate Level, or document indicating English as the language of instruction in the previous level of education, or English as the first language, or English as the official language, are not required to take these two courses.
	~~Basic English Reading and Grammar~~		0	2			2														

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

	Course	Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
				Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
				Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Professional Required Courses - (2)	Introduction to Journalism 新聞學概論	3	3	3																Including the following 4 areas of expertise: (1) Journalism (2) Advertising and PR (3) Broadcasting and TV (4) Communication Theory
	Principles of Public Relations 公關概論	3	3	3																
	Introduction to Electronic Media 電子媒介概論	3	3	3																
	Graphics and Design 圖像與設計	3	3			3														
	Introduction to Advertising and Integrated Brand Communication 廣告學與品牌溝通	3	3			3														
	Radio Program Production 廣播節目製作	3	3			3														
	News Reporting and Writing 新聞採訪與寫作	3	3					3												
	Principles of Marketing 行銷原理	3	3					3												
	Television Production 電視節目製作	3	3					3												
	Principles of Communication 傳播原理	3	3					3												
	News Editing and Producing 新聞編輯與製作	3	3							3										
	Strategies in Public Relations 公關策略	3	3							3										
	Multimedia Production 多媒體製作	3	3							3										
	Special Topics in Journalism 新聞專題	3	3									3								
	Consumer Behavior 消費者行爲	3	3									3								
	Media Management 媒體管理	3	3									3								
	Communication Research Methods 傳播研究方法	3	3									3								
	Journalism Portfolio 新聞實作	3	3											3						
	Integrated Communications Campaigns 專案活動企劃	3	3											3						
	Special Topics in Radio and TV Broadcasting 廣電專題	3	3											3						
	Communication Ethics and Law 媒體法規與倫理	3	3											3						
	Media Internship (288 hours outside campus) 媒體實習	**1**	**1**													**1**				
	Graduation Thesis I and II 畢業論文/專題製作	**6**	**6**													**3**		**3**		
	Subtotal	**70**																		**Complete 70 credits from Professional Required Courses before graduation**

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

	Course	Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
				Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
				Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Professional Elective (1) - News Courses	Depth Reporting Planning and Writing 專題企劃與報導	3	3									3								Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Precision Journalism 精確新聞報導	3	3											3						
	News Data Bank Application 新聞資料庫運用	3	3									3								
	Journalism Ethics and Laws 新聞道德與法律	3	3											3						
	Radio News Production 廣播新聞製作	3	3									3								
	TV News Production 電視新聞製作	3	3											3						
	Photography Journalism 新聞攝影	3	3									3								
	Magazine Writing 雜誌寫作	3	3									3								
	Journalistic Literature 報導文學	3	3											3						
	Cross-strait News Reporting 兩岸新聞報導	3	3													3				
	International Political and Business News Writing 專題新聞報導	3	3													3				
	Categorized News Reporting 分類新聞報導	3	3															3		
	Editorial Writing 評論寫作	3	3															3		
	Seminar on News Media Practices 新聞媒體實務專題	3	3													3		3		
	Newspaper Editing 新聞編輯	3	3					3												
	Magazine Editing 雜誌編輯	3	3							3										
	Photography Editing 圖片編輯	3	3																	
	Visual Design and Production of Print Media 印刷媒體視覺設計與製作	3	3											3						
	Seminar on News Production 新聞編輯專題研究	3	3													3				
	News Translation and Transcription 新聞編譯	3	3													3				
	Communication Rhetoric 傳播修辭學	3	3													3				
	ENG and TV News Production 電視新聞攝影	3	3									3								
	Video News Editing 電視新聞剪接	3	3									3								
	Broadcasting News Reporting 廣播電視新聞	3	3											3						
	Broadcasting News Editing 廣播新聞編輯	3	3											3						
	Seminar on Broadcasting News 廣播新聞專題	3	3													3				
	Seminar on TV News 電視新聞專題	3	3													3				
	Principles of Public Opinion 民意原理	3	3															3		
	Subtotal	**84**																		

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

	Course	Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
				Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
				Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Professional Elective (2) - Broadcasting Courses	Digital Video and Audio Production 數位影音製作	3	3									3								Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Television Directing 導播學	3	3											3						
	Program Production and Management 廣電節目產製管理	3	3									3								
	Telecommunication 電訊傳播	3	3									3								
	Electronic Media Market Analysis 廣電市場分析	3	3											3						
	Channel Planning and Managing 頻道規劃管理	3	3											3						
	Techniques of Video Filming 電視攝影	3	3									3								
	Techniques of Video Editing 電視剪接	3	3											3						
	Image Composition 電視成像	3	3									3								
	Lighting Design for Television Production 電視燈光設計	3	3											3						
	Introduction to Drama 戲劇概論	3	3									3								
	Radio and TV Script Writing 廣電劇本寫作	3	3											3						
	Introduction to Music 音樂概論	3	3									3								
	Audio Effect 廣播音效	3	3											3						
	Introduction to Film 電影概論	3	3													3				
	Film Criticism 電影評論	3	3															3		
	Television Aesthetics 電視美學	3	3													3				
	Seminar on Broadcasting Practices 廣播實務專題	3	3															3		
	Seminar on Television Practices 電視實務專題	3	3													3				
	Visual Communication 視覺傳播	3	3	3																
	TV Case Studies 電視個案研究	3	3											3						
	Broadcasting Case Studies 廣播個案研究	3	3									3								
	Electronic Media Sales and Promotion 廣電媒體促銷宣傳	3	3											3						
	Radio and TV Management 廣電經營管理學	3	3									3								
	Contemporary Television Problems 當代電試問題研究	3	3															3		
	Studies on Contemporary Broadcasting Problems 當代廣播問題研究	3	3													3				
	Satellite Cable TV 衛星與有線電視	3	3															3		
	Subtotal	**81**																		

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

	Course	Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
				Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
				Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Professional Elective (3) - Advertisement Courses	Advertising Planning 廣告企劃	3	3									3								Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Case Studies in Advertising 廣告個案研究	3	3											3						
	Marketing Management 行銷管理	3	3							3										
	Service Marketing 服務行銷	3	3													3				
	Public Relations Planning 公關企劃	3	3									3								
	Case Studies in Public Relations 公關個案研究	3	3											3						
	Persuasion Theory 說服理論	3	3									3								
	Adverting Strategy 廣告策略	3	3											3						
	Practices of Advertising Designing 廣告設計實務	3	3											3						
	Integrated Marketing Communications 整合行銷	3	3													3				
	Seminar on Advertising Practices 廣告實務專題	3	3													3				
	Planning for Advertising Media 廣告媒體企劃	3	3															3		
	Promotion Strategies 促銷活動	3	3															3		
	Business Public Relations 企業公關	3	3									3								
	Public Relations Media Application 公關媒體運用	3	3									3								
	Public Relations Strategy 公關策略	3	3											3						
	Government Public Relations 政府公關	3	3											3						
	Seminar on Public Relations Practices 公關實務專題	3	3													3				
	Negotiation Techniques 談判技巧	3	3															3		
	Subtotal	**57**																		
Professional Elective (4) - Social Courses	Statistics in Communication Research 傳播統計學	3	3					3												Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Computer Applications in Communication Research 傳播電腦應用	3	3							3										
	International Relations 國際關係	3	3					3												
	Social Psychology 社會心理學	3	3									3								
	Linguistics 語言學	3	3											3						
	Study of Constitutional Issues 憲政專題研究	3	3											3						
	Study on Contemporary Social Problems 當代社會問題研究	3	3											3						
	Cultural Studies 文化研究	3	3													3				
	Subtotal	**24**																		

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

	Course	Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
				Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
				Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Professional Elective (5) - Mainland China Communication Courses	Mainland China's Communication Research 中共傳播研究	3	3					3												Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Special Topics on China News Industry 中國大陸新聞產業專題	3	3					3												
	Special Topics on China Broadcasting Industry 中國大陸廣播電視產業專題	3	3					3												
	Special Topics on China Advertising Industry 中國大陸廣告產業專題	3	3							3										
	Special Topics on China Digital Content Industry 中國大陸數位內容產業專題	3	3							3										
	Subtotal	**15**																		
Professional Elective (6) - Communication Theory Courses	Communication History 傳播史	3	3					3												Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Media Sociology 媒介社會學	3	3									3								
	Oral Communication 口頭傳播	3	3													3				
	Political Communication 政治傳播	3	3													3				
	Organizational Communication 組織傳播	3	3													3				
	Interpersonal Communication 人際傳播	3	3													3				
	Selected Readings in Communication-1 傳播著作選讀(一)	3	3													3				
	Media Ethics 傳播道德規範	3	3													3				
	International Communication 國際傳播	3	3															3		
	Selected Readings in Communication-2 傳播著作選讀(二)	3	3															3		
	Communication Law 傳播法規	3	3															3		
	Critical Study on Mass Media 媒介批評	3	3															3		
	Subtotal	36																		
Professional Elective (7) - Media Management Courses	Organizational Behavior 組織行爲	3	3															3		Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Human Resource Management for Media 媒介人力資源管理	3	3									3								
	Human Resource Management 人力資源管理	3	3											3						
	Media Financial Management 媒介財務管理	3	3									3								
	Media Organization Management 媒介組織管理	3	3											3						
	Management of Print Media 印刷媒體管理	3	3													3				
	Management of Broadcasting Media 廣電媒體管理	3	3													3				
	Study of Media Market 媒體市場研究	3	3													3				
	Management of Public Relations Corporations 公關事業管理	3	3															3		
	Management of Advertising Agencies 廣告事業管理	3	3															3		
	Seminar on Media 媒體專題研究	3	3															3		
	Media Marketing and Promotion 媒介行銷與促銷	3	3															3		
	Seminar on Media Marketing Strategies 媒介市場策略研究	3	3															3		
	Subtotal	39																		

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2014

	Course	Credits	Hours	1st year (Year 103)				2nd year (Year 104)				3rd year (Year 105)				4th year (Year 106)				Note
				Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
				Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	
Professional Elective (8) - Internet Media Courses	Introduction to Information Communication 資訊傳播概論	3	3					3												Complete at least 11 credits from Professional Elective Courses, cetegory selections of (1)-(8)
	Homepage Planning and Marketing 網頁企劃與行銷	3	3					3												
	Electronic Commerce 電子商務	3	3													3				
	Electronic Newspaper Production 電子報製作	3	3							3										
	Multimedia Design 多媒體設計	3	3							3										
	Visual Image Processing 影像處理	3	3							3										
	Seminar on Internet Media 網路媒體專題	3	3									3								
	Subtotal	21																		
Subtotal College Required Course Credits			33 (21+12)																	
Subtotal Professional Required Credits			70																	
Subtotal Professional Elective Credits			11																	
Other Elective Credits			14																	
Total Credits			128																	

NOTE

1. Upon approval of the program chair, students may choose (1) any English-taught courses offered in International College, (2) any English-taught courses offered in other departments, (3) second foreign language courses, (4) Partical courses offered by the School of Communication (need to double check if selected courses are acceptable); for up to 14 credits to fulfill program completion requirements.completion requirements.

2. Additional course credits in general education or teacher education program cannot be counted in the total number of credits required for obtaining a Bachelor's degree. Students earned more than 12 credits of college core electives, the amount could be count as free elective credits.

3. Credits in free electives outside this course curriculum may be counted toward students total credits required for graduation; however, the approval from program chair is required.

4. Students have to take at least 12 core elective credits before graduation; it should include at least one subject from "Social Sciences", one subject from "Sciences & Mathematics", one subjects from "Humanity & Arts", and one subject from "Cross Field General Education Category".

5. Professional required and elective credits of each program cannot be counted as IC core elective credits.

6. All International freshmen or first-year students can waive "Basic English Listening and Oral Communication" and "Basic English Reading and Grammar" , if meeting IC entrance English proficiency requirement or with an English proficiency certificate of at least TOEFL 500 / IBT61, IELTS 5 or GEPT – Intermediate Level.

7. International freshmen or first-year students may, upon approval by the program director, waive "English Reading and Composition-I" and "English Reading and Composition-II" and take Chinese related courses of equal credits, instead if one of the following can be provided within the first two weeks of the semester: (1) Certificate of TOFEL 580, IELTS 6 or equal proficiency level, (2) document indicating English as the language of instruction in the previous level of education, (3) English as the first language, (4) English as the official language.

8. Before graduation from Ming Chuan University, students who hold Form-5 high school diploma or high school equivalent status are required to take at least a total of 12 credits of elective courses using English as the language of instruction.

9. In accordance with MCU General Provisions for Study, all undergraduate students must pass the requirements for Service-Learning, English Proficiency, Information Technology Proficiency, Chinese Proficiency, Sports Ability, and Basic Professional Skills (Internship & Graduation Thesis/Project) in order to graduate.

10. This course outline applies to students entering in Fall 2013. Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to Fall 2013.