Date: September 2, 2016

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2016

	Course		Credits	Hours	1st year (Academic Year 105)				2nd year (Academic Year				3rd year (Academic Year 107)				4th year (Academic Year 108)				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~~ ~~Business Communication 1-2~~ ~~Workplace English 1-2~~		8																		Choose Academic English Listening and Speaking 2, Academic English Vocabularies and Reading 2, Academic English Grammar and Composition 2, Advanced English Academic Teaching and Training, Advanced English Academic Teaching Practice, and Advanced English Academic Integration Training as substitutions
	~~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 中國文學鑑賞與創作 (一)、(二)	6	6	3		3														**Only Applied to Local Students**
		Basic Mandarin Conversation I and II 基礎華語(一)、(二)	6	6	3		3														**Only Applied to International Students**
	English	Academic English Listening and Speaking 1 學術英文聽力與口說（一）	0	3	3																1. All students need to take placement test every year. Students who pass the CEFR B1 level of placement test can apply for waiving these three courses. 2. Students who fulfill the following conditions still need to take placement test and applying waiving these three courses after they pass the CEFR B1 level of placement test: 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.
		Academic English Vocabularies and Reading 1 學術英文字彙與閱讀（一）	0	3					3												
		Academic English Grammar and Composition 1 學術英文文法與寫作（一）	0	3									3								
		Academic English Listening and Speaking 2 學術英文聽力與口說（二）	3	3			3														3. All students need to take placement test every year. Students who pass the CEFR B2 level of placement test can change to take the following courses: Advanced Academic English, Advanced Academic English Practicum, and Advanced Academic English Integrated Training. 4. Students who fulfill the following conditions still need to take placement test and they can change to take three Advanced English courses after they pass the CEFR B2 level of placement test: 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.
		Academic English Vocabularies and Reading 2 學術英文字彙與閱讀（二）	3	3							3										
		Academic English Grammar and Composition 2 學術英文文法與寫作（二）	3	3											3						
		Advanced Academic English 高階學術英文教學訓練	3	3									3								Upon approval of the course teacher and passing placement tests, students can apply taking these three courses.
		Advanced Academic English Practicum 高階學術英文教學實務	3	3											3						
		Advanced Academic English Integrated Training 高階學術英文整合訓練	3	3													3				
	Computer	Applied Information Technology：Office Software 資訊科技應用：辦公室應用	3	4	3	1															Choose "Applied Information Technology: Office Software, "Applied Information Technology: Data Processing" as substitution
		Applied Information Technology：Data Processing 資訊科技應用：資料處理	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 2016

Course			Credits	Hours	1st year (Academic Year 105)				2nd year (Academic Year				3rd year (Academic Year 107)				4th year (Academic Year 108)				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 心理學	3	3	3																Choose at least **ONE** course from "Social Science" category
		Sociology 社會學	3	3			3														
		Economics 經濟學	6	8	3																
		Politics 政治學	3	3			3														
		Management 管理學	3	3			3														
		Introduction to Law 法律概論	3	3							3										
		Special Topics on Social Science 社會科學專題	3	3							3										
	Mathematics & Science	Biology 生物學	3	3	3																Choose at least **ONE** course from "Mathematics and Science" category
		Physics 物理學	3	3	3																
		Chemistry 化學	3	3			3														
		Accounting 會計學	6	10	3	2	3	2													
		Calculus 微積分	6	8	3	1	3	1													
		Statistics 統計學	6	8					3	1	3	1									
		Human Evoluation 人類演化論	3	3					3												
		Introduction to Science 科學導論	3	3					3												
		Studies on Environmental Dynamics 環境議題研究	3	3							3										
		Marine Biology 海洋生物學	3	3							3										
		Special Topics on Science 自然科學專題	3	3							3										
	Humanities & Arts	Introduction to Chinese Literature 中國文學概論	3	3	3																Choose at least **ONE** course from "Humanities & Arts" category
		Special Topics on Modern China 現代中國專題	3	3	3																
		Introduction to Chinese Culture 文學鑑賞與創作	3	3	3																
		Readings of Selected Short Stories 短篇小說選讀	3	3	3																
		Introduction to Western Literature 西洋文學概論	3	3	3																
		Cross-cultural Communication 跨文化溝通	3	3	3																
		Special Topics on Art 藝術專題	3	3	3																
		Special Topics on Humanity 人文專題	3	3			3														
		Chinese History and Culture 歷史文化與社會變遷	3	3			3														
		Introduction to World Literature 世界文學概論	3	3			3														
		Western Art Appreciation 西洋藝術賞析	3	3			3														
		Public Speaking 公共演說	3	3							3										
	Cross Field General Education Courses	Leadership 領導與統御	3	3							3										Choose at least **ONE** courses from "Cross Field General Education Courses
		Practical English Reading 實用英文閱讀	3	3							3										
		Applied Linguistics 應用語言學	3	3							3										
		Second Language Acquisition 第二語習得	3	3							3										
		Second Foreign Language 第二外國語	3	3							3										
		Educational Psychology 教育心理學	3	3							3										
		Etiquette and Communication 國際禮儀與溝通專題	3	3					3												
		Special Topics on Globalization 全球化專題	3	3							3										
		Special Topics on Asia 亞洲專題	3	3							3										
		Special Topics on International Relations 國際專題	3	3							3										
		Special Topics on Cross-strait 兩岸專題	3	3							3										
		Special Topics on Negotiation 談判專題	3	3							3										
		The Economics of Environmental Pollution 環保經濟	3	3							3										
		Intermediate Mandarin Conversation I & II 中級華語(一)(二)	6	6					3		3										**Only Applied to International Students**
	Subtotal		**12**																		**Complete 12 credits from MCU Core Required Course (2)-(3) before graduation**

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2016

	Course	Credits	Hours	1st year (Academic Year 105)				2nd year (Academic Year				3rd year (Academic Year 107)				4th year (Academic Year 108)				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	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																
	Oral Communication 口頭傳播	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												
	Audivisual Production 影音內容製作	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 and Practice 新聞專題與實作	3	3									3								
	Media Management 媒體管理	3	3									3								
	Communication Research Methods 傳播研究方法	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	3	3													3				
	Graduation Thesis I and II 畢業論文/專題製作	6	6													3		3		
	Subtotal	**66**																		**Complete 66 credits from Professional Required Courses before graduation**

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2016

	Course	Credits	Hours	1st year (Academic Year 105)				2nd year (Academic Year				3rd year (Academic Year 107)				4th year (Academic Year 108)				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		
	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	**81**																		

Journalism and Mass Communication Program of International College Course Outline for all students entering in 2016

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				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 當代電視問題研究	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 2016

	Course	Credits	Hours	1st year (Academic Year 105)				2nd year (Academic Year				3rd year (Academic Year 107)				4th year (Academic Year 108)				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 15 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						
	Consumer Behavior 消費者行為	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	**60**																		
Professional Elective (4) - Social Courses	Statistics in Communication Research 傳播統計學	3	3					3												Complete at least 15 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 2016

	Course	Credits	Hours	1st year (Academic Year 105)				2nd year (Academic Year				3rd year (Academic Year 107)				4th year (Academic Year 108)				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	Mainland China's Communication Research 中共傳播研究	3	3					3												Complete at least 15 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 15 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 組織行為	3	3															3		Complete at least 15 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 2016

	Course	Credits	Hours	1st year (Academic Year 105)				2nd year (Academic Year				3rd year (Academic Year 107)				4th year (Academic Year 108)				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 15 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 (Core Required 21 + General Education 12)**
Subtotal Professional Required Credits	**66**
Subtotal Professional Elective Credits	**15**
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 students need to take a placement test every year. Students who pass the CEFR B1 level of placement test can apply for waiving Academic English Listening and Speaking 1, Academic English Vocabularies and Reading 1, and Academic English Grammar and Composition 1. Students who fulfill following conditions still need to take placement test and applying waiving Academic English Listening and Speaking 1, Academic English Vocabulary and Reading 1, and Academic English Grammar and Composition 1 after they pass the CEFR B1 level of placement test: 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.
7. All students need to take a placement test every year. Students who pass the CEFR B2 level of placement test can apply for waiving Academic English Listening and Speaking 2, Academic English Vocabulary and Reading 2, and Academic English Grammar and Composition 2. They can change to take following courses: Advanced Academic English, Advanced Academic English Practicum, and Advanced Academic English Integrated Training. On the other hand, students who fulfill following conditions still need to take placement test and they can change to take three Advanced English courses after they pass the CEFR B2 level of placement test: 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.
8. Before graduation from Ming Chuan University, students who hold Form-5 high school diploma 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 in order to graduate.
10. International freshmen or first-year students who can provide proof of achieving higher Chinese proficiency level (TOCFL Band B above 60) in two weeks of school begin, can apply to waive "Basic Mandarin Conversation I" and "Basic Mandarin Conversation II" and take "Intermediate Mandarin Conversation I" and "Intermediate Mandarin Conversation Ⅱ"; However, the approval from program chair is required.
11. This course outline applies to students entering in Fall 2016. Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to Fall 2016.