

JOURNALISM AND MASS COMMUNICATION PROGRAM OF INTERNATIONAL COLLEGE COURSE OUTLINE FOR ALL STUDENTS ENTERING IN 2018

Course	Credits	Hours	1 st year: 2018-2019 (Academic Year 107)				2 nd year: 2019-2020 (Academic Year 108)				3 rd year: 2020-2021 (Academic Year 109)				4 th year: 2021-2022 (Academic Year 110)				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	
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 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	
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	99773 & 99774 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	
	99759 & 99760 Basic Mandarin Conversation I and II 基礎華語 (一)、(二)	6	6	3	3													Only Applied to International Students	
English	99780 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. 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.	
	99782 Academic English Vocabularies and Reading 1 學術英文字彙與閱讀 (一)	0	3			3													
	99784 Academic English Grammar and Composition 1 學術英文文法與寫作 (一)	0	3								3								
	99781 Academic English Listening and Speaking 2 學術英文聽力與口說 (二)	3	3		3														
	99783 Academic English Vocabularies and Reading 2 學術英文字彙與閱讀 (二)	3	3							3									
	99785 Academic English Grammar and Composition 2 學術英文文法與寫作 (二)	3	3											3					
	99786 Advanced Academic English 高階學術英文教學訓練	3	3									3							
	99787 Advanced Academic English Practicum 高階學術英文教學實務	3	3												3				
	99788 Advanced Academic English Integrated Training 高階學術英文整合訓練	3	3													3			
Computer	99775 Information Technology : Office Software 資訊科技：辦公室應用	3	4	3	1													Choose "Applied Information Technology: Office Software, "Applied Information Technology: Data Processing" as substitution	
	99789 Web Programming 程式設計	3	4		3	1													
Physical Education (1)-(6)		0	12	2	2			2		2			2					It is required to take PE (1)-(4)	
Subtotal		21																Complete total 21 credits from MCU Core Required Course-(1) before graduation	

MCU Core Required Courses-(1)

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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 Evolution 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																
	Chinese Literature: Appreciation and Creative Writing 文學鑑賞與創作	3	3	3																
	Introduction to Chinese Culture 中國文化概論	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										
	Critical Literacy 批判識讀	3	3							3										

MCU Core Required Courses-(2)

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				Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab	Class	Lab			
	Intermediate Mandarin Conversation I & II 中級華語(一)(二)	6	6					3		3										Only Applied to International Students		
	Subtotal	12																		Complete at least 12 credits from MCU Core Required Course-(2) before graduation		
Professional Required Courses	27111	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		
	27112	Principles of Public Relations 公關概論	3	3	3																	
	27441	Oral Communication 口頭傳播	3	3	3																	
	27121	Graphics and Design 圖像與設計	3	3		3																
	27122	Introduction to Advertising and Integrated Brand Communication 廣告學與品牌溝通	3	3		3																
	27113	Introduction to Electronic Media 電子媒介概論	3	3		3																
	27211	News Reporting and Writing 新聞採訪與寫作	3	3				3														
	27215	Audivisual Production 影音內容製作	3	3				3														
	27214	Principles of Communication 傳播原理	3	3				3														
	27222	Strategies in Public Relations 公關策略	3	3						3												
	27212	Principles of Marketing 行銷原理	3	3						3												
	27223	Multimedia Production 多媒體製作	3	3						3												
	27315	Special Topics in Journalism and Practice 新聞專題與實作	3	3								3										
	27324	Communication Ethics and Law 媒體法規與倫理	3	3								3										
	27313	Media Management 媒體管理	3	3								3										
	27323	Special Topics in Radio and TV Broadcasting 廣電專題	3	3										3								
	27314	Communication Research Methods 傳播研究方法	3	3										3								
	27412	Media Internship 媒體實習	3	3												3						
27411/ 27421	Graduation Thesis I and II 畢業論文/專題製作(一)(二)	6	6												3		3					
	Subtotal	60																		Complete total 60 credits from Professional Required Courses before graduation		
Professional Elective (1) - News Courses	News Editing and Producing 新聞編輯與製作	3	3							3									Complete at least 18 credits from Professional Elective Courses, category selections of (1)-(5)			
	In-Depth Reporting and Newswriting 專題企劃與報導	3	3								3											
	News Literacy 新聞素養	3	3							3												
	Creative Writing 創意寫作	3	3										3									
	News Data Bank Application 新聞資料庫運用	3	3										3									
	Photography Journalism 新聞攝影	3	3										3									
	Magazine Writing and Editing 雜誌寫作	3	3										3									
	Categorized News Reporting 分類新聞報導	3	3														3					
	International Political and Business News Writing 專題新聞報導	3	3													3						

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	Seminar on News Media Practices 新聞媒體實務專題	3	3									3		3		
	Photography Editing 圖片編輯	3	3													
Professional Elective (2) - Broadcasting Courses	Digital Video and Audio Production 數位影音製作	3	3							3						
	Program Production and Management 廣電節目產製管理	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					
	Introduction to Drama 戲劇概論	3	3							3						
	Introduction to Music 音樂概論	3	3							3						
	Micro Film Commercial Production 微電影與廣告影片製作	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	
	Visual Communication 視覺傳播	3	3	3												
	Professional Elective (3) - Advertisement & PR Courses	Advertising Planning 廣告企劃	3	3							3					
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			
Consumer Behavior 消費者行為		3	3									3				
Persuasion Theory 說服理論		3	3							3						
Consumer Relationship Management 顧客關係管理		3	3							3						
Public Speaking and Presentation Skill 簡報與提案技巧		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 Communications Campaigns 專案活動企劃		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			
Negotiation Techniques 談判技巧		3	3												3	
Professional Elective (4) -New Media Courses	Web Design 網頁設計	3	3						3							
	Data Mining 資料探勘	3	3						3							
	Electronic Commerce 電子商務	3	3										3			
	Multimedia Design 多媒體設計	3	3						3							
	Visual Image Processing 影像處理	3	3						3							
	Digital Visual Effects 數位特效製作	3	3									3				

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Professional Elective (5) - Communication & Social Courses	Statistics in Communication Research 傳播統計學	3	3					3												Complete at least 18 credits from Professional Elective Courses, category selections of (1)-(5)
	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				
	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										
	Media Sociology 媒介社會學	3	3									3								
	Political Communication 政治傳播	3	3													3				
	Organizational Communication 組織傳播	3	3													3				
	International Communication 國際傳播	3	3															3		
	Critical Study on Mass Media 媒介批評	3	3															3		
	Organizational Behavior 組織行為	3	3															3		
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							
Subtotal	18																			Complete at least 18 credits from Professional Elective Courses before graduation
Subtotal College Required Course Credits		33 (Core Required: 21 & General Education: 12)																		
Subtotal Professional Required Credits		60																		
Subtotal Professional Elective Credits		18																		
Other Elective Credits		17																		
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 17 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 (華語文能力測驗-進階級/ TOCFL Band B- Level 3, 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 2018. Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to Fall 2017.																			