

**JOURNALISM AND MASS COMMUNICATION PROGRAM OF INTERNATIONAL COLLEGE COURSE OUTLINE FOR ALL STUDENTS ENTERING IN 2021 (EDITED ON AUGUST 3, 2021)**

Course			Credits	Hours	1 <sup>st</sup> year: 2021-2022 (Academic Year 110)				2 <sup>nd</sup> year: 2022-2023 (Academic Year 111)				3 <sup>rd</sup> year: 2023-2024 (Academic Year 112)				4 <sup>th</sup> year: 2024-2025 (Academic Year 113)				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	99792	English Enhancement 英文能力加強	0	3	3														Students who fulfill one of the following conditions can waive the 0-credit required English Enhancement course: 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B1 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency		
	99793	Academic Oral Communication 學術英文口語溝通	3	3			3												Students who have reached the CEFR B1 level but not yet at the B2 level on IC's Placement Test, or have the equivalent result from a recognized English Proficiency Test, will take the following 3 required courses (3-credit each): "Academic Oral Communication," "Academic Reading and Writing I" and "Academic Reading and Writing II."		
	99794	Academic Reading and Writing I 學術英文閱讀與寫作一	3	3			3														
	99795	Academic Reading and Writing II 學術英文閱讀與寫作二	3	3					3												
	99796	Advanced Seminar I 高階英文專題一	3	3			3														
	99797	Advanced Seminar II 高階英文專題二	3	3					3												
	99798	Advanced Seminar III 高階英文專題三	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														
99991-99994 Physical Education (1)-(4)			0	12	2		2		2			2							It is required to take PE (1)-(4)		
99995 & 99997 Physical Education (5)-(6)																					
Subtotal			21																		

MCU Core Required Courses (1)

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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			
MCU Core Required Courses (2)	<b>Social Science</b> (社會科學類)	99614	Psychology 心理學	3	3	3														Choose at least ONE course from "Social Science" category		
		99615	Sociology 社會學	3	3		3															
		99203	Economics 經濟學	6	8	3	1	3	1													
		99621	Politics 政治學	3	3			3														
		99405	Management 管理學	3	3			3														
		99235	Introduction to Law 法律概論	3	3							3										
		99769	Special Topics on Social Science 社會科學專題	3	3						3											
		<b>Mathematics and Science</b> (自然科學類)	99790	Biology 生物學	3	3	3														Choose at least ONE course from "Mathematics and Science" category	
	MC004		Physics 物理學	3	3	3																
	MC005		Chemistry 化學	3	3			3														
	99426		Accounting 會計學	6	10	3	2	3	2													
	99201		Calculus 微積分	6	8	3	1	3	1													
	99204		Statistics 統計學	6	8					3	1	3	1									
	99778		Human Evolution 人類演化論	3	3					3												
	99741		Introduction to Science 科學導論	3	3					3												
	99747		Studies on Environmental Dynamics 環境議題研究	3	3							3										
	99763		Marine Biology 海洋生物學	3	3							3										
		MC007	Special Topics on Science 自然科學專題	3	3						3											
		<b>Humanities and Arts</b> (人文學科)	99618	Introduction to Chinese Literature 中國文學概論	3	3	3														Choose at least ONE course from "Humanities & Arts" category	
	99620		Special Topics on Modern China 現代中國專題	3	3	3																
	99772		Chinese Literature: Appreciation and Creative Writing 文學鑑賞與創作	3	3	3																
	99754		Introduction to Chinese Culture 中國文化概論	3	3	3																
	99768		Readings of Selected Short Stories 短篇小說選讀	3	3			3														
	99764		Introduction to Western Literature 西洋文學概論	3	3	3																
	99716		Cross-cultural Communication 跨文化溝通	3	3	3																
	MC014		Special Topics on Art 藝術專題	3	3	3																
	99751		Special Topics on Humanity 人文專題	3	3			3														
	MC012		Chinese History and Culture 歷史文化與社會變遷	3	3			3														
	99619		Introduction to World Literature 世界文學概論	3	3			3														
	99711		Western Art Appreciation 西洋藝術賞析	3	3			3														
	99603		Public Speaking 公共演說	3	3							3										
			<b>Cross Field General Education</b> (跨領域通識學科)	99728	Leadership 領導與統御	3	3					3										
	99748	Practical English Reading 實用英文閱讀		3	3							3										
	99744	Applied Linguistics 應用語言學		3	3							3										
	99743	Second Language Acquisition 第二語言習得		3	3							3										
	99753	Second Foreign Language 第二外國語		3	3							3										
99847/99848	Second Foreign Language 第二外國語(一)(二)	6		6					3		3											
99742	Educational Psychology 教育心理學	3		3							3											
99740	Etiquette and Communication 國際禮儀與溝通專題	3		3					3													
99779	Special Topics on Globalization 全球化專題	3		3							3											
99777	Special Topics on Asia 亞洲專題	3		3							3											
99746	Special Topics on International Relations 國際專題	3		3							3											
99749	Special Topics on Cross-strait 兩岸專題	3		3							3											
99745	Special Topics on Negotiation 談判專題	3		3							3											
IC001	The Economics of Environmental Pollution 環保經濟	3		3							3											
99791	Critical Literacy 批判識讀	3		3							3											
99761/99762	Intermediate Mandarin Conversation I & II 中級華語(一)(二)	6		6					3		3											
	<b>Subtotal</b>	<b>12</b>																				
																				Only Applied to International Students		

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				Class	Lab	Class	Lab															
JMC Professional Required Courses	1st Year	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	
		27122	Introduction to Advertising and Integrated Brand Communication 廣告學與品牌溝通	3	3	3																
		27121	Graphics and Design 圖像與設計	3	3		3															
		27112	Principles of Public Relations 公關概論	3	3		3															
		27113	Introduction to Electronic Media 電子媒介概論	3	3		3															
	2nd Year	27237	News Literacy 新聞素養	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													
		27211	News Reporting and Writing 新聞採訪與寫作	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												
	3rd Year	27315	Special Topics in Journalism and Practice 新聞專題與實作	3	3								3									
		27222	Strategies in Public Relations 公關策略	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							
	4th Year	27412	Media Internship 媒體實習	3	3											3						
		27411	Graduation Thesis I 畢業論文/專題製作(一)	3	3											3						
27421		Graduation Thesis II 畢業論文/專題製作(二)	3	3													3					
Subtotal				<b>54</b>																	Complete 60 credits from Professional Required Courses before graduation	
Professional Elective (1) - News Courses	27221	News Editing and Producing 新聞編輯與製作	3	3						3											Complete at least 24 credits from Professional Elective Courses, category selections of (1)-(5)	
	27341	In-Depth Reporting and News Writing 專題企劃與報導	3	3								3										
	27344	Creative Writing 創意寫作	3	3									3									
	AB003	News Data Bank Application 新聞資料庫運用	3	3								3										
	TR007	Photography Journalism 新聞攝影	3	3									3									
	TR008	Magazine Writing and Editing 雜誌寫作	3	3										3								
	TR011	Categorized News Reporting 分類新聞報導	3	3															3			
	27438	International Political and Business News Writing 專題新聞報導	3	3												3						
	TR013	Seminar on News Media Practices 新聞媒體實務專題	3	3												3			3			
	27445	International Affairs Analysis 國際新聞報導分析	3	3										3								
	27336	Photography Editing 圖片編輯	3	3									3									
Subtotal																						

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				Fall		Spring		Fall		Spring			Fall		Spring						
				Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class	Lab	Class	Lab					
Professional Elective (2) - Advertisement & PR Courses	99319	Advertising Planning 廣告企劃	3	3																Complete at least 24 credits from Professional Elective Courses, category selections of (1)-(5)	
	IC005	Case Studies in Advertising 廣告個案研究	3	3																	
	99213	Marketing Management 行銷管理	3	3																	
	27435	Service Marketing 服務行銷	3	3																	
	99232	Consumer Behavior 消費者行為	3	3																	
	99377	Persuasion Theory 說服理論	3	3																	
	IC009	Consumer Relationship Management 顧客關係管理	3	3																	
	27343	Public Speaking and Presentation Skill 簡報與提案技巧	3	3																	
	99378	Adverting Strategy 廣告策略	3	3																	
	27340	Practices of Advertising Designing 廣告設計實務	3	3																	
	27322	Integrated Communications Campaigns 專案活動企劃	3	3																	
	27444	Digital Publishing 數位出版	3	3																	
	MC060	Integrated Marketing Communications 整合行銷	3	3																	
	MC061	Seminar on Advertising Practices 廣告實務專題	3	3																	
	MC069	Negotiation Techniques 談判技巧	3	3																	
Subtotal																					
Professional Elective (3) - Broadcasting Courses	27337	Digital Video and Audio Production 數位影音製作	3	3																Complete at least 24 credits from Professional Elective Courses, category selections of (1)-(5)	
	MC030	Program Production and Management 廣電節目產製管理	3	3																	
	27335	Techniques of Video Filming 電視攝影	3	3																	
	27334	Techniques of Video Editing 電視剪接	3	3																	
	MC038	Introduction to Drama 戲劇概論	3	3																	
	27339	Introduction to Music 音樂概論	3	3																	
	27342	Micro Film Commercial Production 微電影與廣告影片製作	3	3																	
	27313	Media Management 媒體管理	3	3																	
	27338	Audio Effect 廣播音效	3	3																	
	99369	Introduction to Film 電影概論	3	3																	
	27431	Film Criticism 電影評論	3	3																	
	99354	Visual Communication 視覺傳播	3	3																	
Subtotal																					

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			Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring					
			Class	Lab	Class	Lab																
27441	Oral Communication 口頭傳播	3	3	3																		
99362	Statistics in Communication Research 傳播統計學	3	3					3														
27233	International Relations 國際關係	3	3					3														
DF004	Social Psychology 社會心理學	3	3									3										
99338	Linguistics 語言學	3	3										3									
DF006	Study of Constitutional Issues 憲政專題研究	3	3										3									
DF007	Study on Contemporary Social Problems 當代社會問題研究	3	3										3									
27440	Cultural Studies 文化研究	3	3												3							
27231	Special Topics on China Broadcasting Industry 中國大陸廣播電視產業專題	3	3					3														
27232	Special Topics on China Advertising Industry 中國大陸廣告產業專題	3	3						3													
27332	Media Sociology 媒介社會學	3	3									3										
27432	Political Communication 政治傳播	3	3												3							
IC006	Organizational Communication 組織傳播	3	3												3							
99376	International Communication 國際傳播	3	3																		3	
MC094	Critical Study on Mass Media 媒介批評	3	3																		3	
IC007	Organizational Behavior 組織行為	3	3																		3	
27324	Media Law and Ethics 媒體法規與倫理	3	3									3										
99372	Human Resource Management for Media 媒介人力資源管理	3	3									3										
27333	Human Resource Management 人力資源管理	3	3										3									
<b>Subtotal</b>																						
Professional Elective (5) - New Media Courses	IC011	Web Design 網頁設計	3	3							3											
	IC012	Data Mining 資料探勘	3	3							3											
	99524	Electronic Commerce 電子商務	3	3											3							
	27235	Multimedia Design 多媒體設計	3	3							3											
	27234	Visual Image Processing 影像處理	3	3							3											
	IC013	Digital Visual Effects 數位特效製作	3	3										3								
	<b>Subtotal</b>																					
<b>Subtotal College Required Course Credits</b>			<b>33 (Core Required 21 + General Education 12)</b>																			
<b>Subtotal Professional Required Credits</b>			<b>54</b>																			
<b>Subtotal Professional Elective Credits</b>			<b>24</b>																			
<b>Other Elective Credits (Free Electives)</b>			<b>17</b>																			
<b>Total Credits</b>			<b>128</b>																			

Complete at least 24 credits from Professional Elective Courses, category selections of (1)-(5)

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			Class	Lab	Class	Lab													
<b>NOTE</b>	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/ 傳播學院 (Need to double check if selected courses are acceptable); for up to 17 credits to fulfill program 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 director 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. Students who fulfill one of the following conditions can waive the 0-credit required English Enhancement course: 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B1 level on IC’s Placement Test, or provide the equivalent result from an recognized English Proficiency Test																		
	7. Students who have reached the CEFR B1 level but not yet at the B2 level on IC’s Placement Test, or have the equivalent result from a recognized English Proficiency Test, will take the 3 required courses (3-credit each): “Academic Oral Communication,” “Academic Reading and Writing I” and “Academic Reading and Writing II.”																		
	Students who fulfill one of the following conditions: 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B2 level on IC’s Placement Test, or provide the equivalent result from an recognized English Proficiency Test, will take the 3 required courses (3-credit each); “Advanced Seminar I,” “Advanced Seminar II,” and “Advanced Seminar III”																		
	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 (Internship & Graduation Project) 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 2021. Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to Fall 2020.																		
12. Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.																			