

JOURNALISM AND MASS COMMUNICATION PROGRAM OF INTERNATIONAL COLLEGE COURSE OUTLINE FOR ALL STUDENTS ENTERING IN 2019

	Course	Credits	Hours	1 st year: 2019-2020 (Academic Year 108)				2 nd year: 2020-2021 (Academic Year 109)				3 rd year: 2021-2022 (Academic Year 110)				4 th year: 2022-2023 (Academic Year 111)				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 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.
		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									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.
		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)-(4) & (5)-(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	

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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														
Cross Field General Education Courses	Western Art Appreciation 西洋藝術賞析	3	3			3													Choose at least ONE courses from "Cross Field General Education Courses"	
	Public Speaking 公共演說	3	3							3										
	Leadership 領導與統御	3	3							3										
	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 第二語言習得	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											
Intermediate Mandarin Conversation I & II 中級華語(一)(二)	6	6					3		3											
Subtotal	12																	Only Applied to International Students		
Complete 12 credits from MCU Core Required Course-(2) before graduation																				

MCU Core Required Courses (2)

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JMC 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	
	27122	Introduction to Advertising and Integrated Brand Communication 廣告學與品牌溝通	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														
	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														
	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										
	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								
	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	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		60																		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 18 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		
	27336	Photography Editing 圖片編輯	3	3																	
	Subtotal																				

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Professional Elective (2) - Advertisement & PR Courses	99319	Advertising Planning 廣告企劃	3	3									3								Complete at least 18 credits from Professional Elective Courses, category selections of (1)-(5)	
	IC005	Case Studies in Advertising 廣告個案研究	3	3											3							
	99213	Marketing Management 行銷管理	3	3							3											
	27435	Service Marketing 服務行銷	3	3													3					
	99232	Consumer Behavior 消費者行為	3	3											3							
	99377	Persuasion Theory 說服理論	3	3										3								
	IC009	Consumer Relationship Management 顧客關係管理	3	3										3								
	27343	Public Speaking and Presentation Skill 簡報與提案技巧	3	3										3								
	99378	Adverting Strategy 廣告策略	3	3												3						
	27340	Practices of Advertising Designing 廣告設計實務	3	3												3						
	27322	Integrated Communications Campaigns 專案活動企劃	3	3												3						
	MC060	Integrated Marketing Communications 整合行銷	3	3													3					
	MC061	Seminar on Advertising Practices 廣告實務專題	3	3													3					
	MC069	Negotiation Techniques 談判技巧	3	3																3		
Subtotal																						
Professional Elective (3) - Broadcasting Courses	27337	Digital Video and Audio Production 數位影音製作	3	3									3									Complete at least 18 credits from Professional Elective Courses, category selections of (1)-(5)
	MC030	Program Production and Management 廣播節目產製管理	3	3										3								
	27335	Techniques of Video Filming 電視攝影	3	3										3								
	27334	Techniques of Video Editing 電視剪接	3	3											3							
	MC038	Introduction to Drama 戲劇概論	3	3										3								
	27339	Introduction to Music 音樂概論	3	3										3								
	27342	Micro Film Commercial Production 微電影與廣告影片製作	3	3										3								
	27338	Audio Effect 廣播音效	3	3											3							
	99369	Introduction to Film 電影概論	3	3													3					
	27431	Film Criticism 電影評論	3	3																3		
	99354	Visual Communication 視覺傳播	3	3	3																	
Subtotal																						

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Professional Elective (4) - Communication & Social Courses	99362	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)	
	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							
Subtotal																					
Professional Elective (5) - New Media Courses	IC011	Web Design 網頁設計	3	3						3										Complete at least 18 credits from Professional Elective Courses, category selections of (1)-(5)	
	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						
	Subtotal																				
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 (Free Electives)			17																		
Total Credits			128																		

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<p>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.</p> <p>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.</p> <p>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.</p> <p>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".</p> <p>5. Professional required and elective credits of each program cannot be counted as IC core elective credits.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>11. This course outline applies to students entering in Fall 2019. Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to Fall 2018.</p>																			

NOTE