

南開科技大學 115學年度入學 管理學院 行銷與流通管理系 進修部(假日班)二技 課程總表
 Program Sheet for the Two-Year Junior College Program (Weekend Program), Continuing Education Division,
 Department of Marketing and Logistics Management, College of Management, Nankai University of Technology,
 for Students Admitted in Academic Year 115 (2026)

類別 class	一年級(115) First Year						二年級(116) Second Year					
	科目 Subjects	一上 Fall		一下 Spring		科目 Subjects	二上 Fall		二下 Spring			
		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours	學分 Credits	時數 Hours		
共同必修 Common Required Courses	實用英文 Practical English	2	2			影視創意賞析 Film and Television Creative Appreciation	2	2				
	文學與藝術 Literature and Art	2	2			社會責任與實踐 Social Responsibilities and Practice			2	2		
	生命倫理與實踐 Bioethics and Practice	2	2									
	實用中文 Practical Chinese			2	2							
	國際視野與永續發展 International Perspective and Sustainable Development			2	2							
	小計 Subtotal	6	6	4	4	小計 Subtotal	2	2	2	2		
系專業 必修 Departmental Required Courses	行銷管理 Marketing Management	3	3			行銷研究 Marketing Research	3	3				
	通路管理 Channel Management	3	3			連鎖與加盟管理 Chain Store and Franchise Management	3	3				
	消費者行為 Consumer Behavior			3	3	行銷企劃實務 Practice of Marketing Planning			3	3		
	服務行銷 Services Marketing			3	3							
	小計 Subtotal	6	6	6	6	小計 Subtotal	6	6	3	3		
	產業經營概論 Introduction to Industrial Management	3	3			冷鏈與供應鏈管理 Cold chain and supply chain management	3	3				
	人力資源管理 Human Resource Management	3	3			電商平台經營策略 Business strategy of E-commerce platform	2	2				
	行動商務 Mobile Commerce	3	3			定價策略 Pricing Strategy	3	3				
	流通法規 Regulation of Distribution	3	3			行銷模擬決策 Marketing Simulation Strategy	3	3				
	計算機程式與應用 Computer Programming and Application	3	3			廣告與促銷設計 Advertising and Promotional Design	3	3				

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系專業選修 Departmental Elective Courses	倉儲與運輸管理 Materials and Warehouse Management			3	3		商業禮儀 Business Etiquette	2	2			
	應用統計學 Applied Statistics			3	3		電競直播與競賽企劃 E-sports live broadcast and competition planning	2	2			
	品牌管理 Brand Management			3	3		採購管理 Purchase management			2	2	
	會展管理 International MICE Industry Management			3	3		網紅與社群行銷 VoiceTube Blog and social marketing			3	3	
	國際行銷 International Marketing			3	3		商業英文 Business English			2	2	
	餐旅行銷 Hospitality Marketing			3	3		財務管理 Financial Management			3	3	
	全面品質管理 Total Quality Management			3	3		無店鋪行銷 Marketing of Non-store			3	3	
	商業攝影 Commercial Photography			3	3		全球運籌管理 Global Logistic Management			3	3	
							創業管理 Entrepreneurial Management			3	3	
							企業實務講座 Lecture of enterprise			3	3	
	小計 Subtotal	6	6	9	9		小計 Subtotal	10	10	12	12	
	合計 Total	18	18	19	19		合計 Total	18	18	17	17	

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附註：

Note:

1. 本表適用於115學年度進修部二技入學新生。
1. This program sheet applies to students admitted to the Two-Year Technical Program (Continuing Education Division) in Academic Year 115 (2026).
2. 最低畢業總學分為72學分，其中共同必修14學分、專業必修21學分，其餘37學分為選修學分。非本系所開科目之自由選修學分數，至多承認9學分為畢業學分。
2. The minimum number of credits required for graduation is 72. This includes 14 credits of Common Required Courses and 21 credits of Major Required Courses. The remaining 37 credits shall be fulfilled through elective credits. Up to 9 credits of free electives taken from courses offered by other departments may be recognized toward the graduation requirement.
3. 本表業經系課程委員會(115.03.18)、學院課程委員會(115.03.24)、校課程委員會(115.03.31)審議通過。系課程委員會(115.05.14)、學院課程委員會(115.06.24)、校課程委員會(115.07.06)修正通過。
3. This program sheet has been reviewed and approved by the Department Curriculum Committee(115.05.14), the College Curriculum Committee (115.06.24), and the University Curriculum Committee (115.07.06).