

Department of Marketing and Logistics Management, College of Management, Nankai University of Technology, for Students Admitted in Academic Year 115 (2026)

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南開科技大學 115學年度入學 管理學院 行銷與流通管理系 進修部四技 課程總表

Program Sheet for the Four-Year Technical 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					三年級(117) Third Year					四年級(118) Fourth year				
	科目 Subjects	一上 Fall		一下 Spring		科目 Subjects	二上 Fall		二下 Spring		科目 Subjects	三上 Fall		三下 Spring		科目 Subjects	四上 Fall		四下 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		學分 Credits	時數 Hours	學分 Credits	時數 Hours		學分 Credits	時數 Hours	學分 Credits	時數 Hours
	小計 Subtotal	2	2			小計 Subtotal	2	2	2	2										
系專業必修 Departmental Required Courses	行銷管理 Marketing Management	3	3			顧客關係管理 Customer Relationship Management	3	3			行銷企劃實務 Pratice of Marketing Planning	3	3							
	電子商務 Electronic Commerce	2	2			零售管理 Retailing Management	3	3			行銷研究 Marketing Research	3	3							
	流通概論 Introduction to Distribution Management			3	3	統計學 Statistics	3	3			網路行銷 Internet Marketing	3	3							
	計算機程式與應用 Computer Programming and Application			3	3	門市服務管理 Store Service Management			3	3	通路管理 Channel Management	2	2							
						連鎖與加盟管理 Chain Store and Franchise Management			3	3										
						消費者行為 Consumer Behavior			3	3										
	小計 Subtotal	5	5	6	6	小計 Subtotal	9	9	9	9	小計 Subtotal	11	11							
	流通法規 Regulation of Distribution	2	2			廣告與促銷設計 Advertising and Promotional Design	3	3			無店鋪行銷 Marketing of Non-store	2	2			國際行銷 International Marketing	3	3		
	經濟學 Economics	2	2			會展管理 International MICE Industry Management	3	3			流通情報分析 Distribution Information Survey	2	2			電商平台經營策略 Business strategy of E-commerce platform	2	2		
	觀光休閒概論 Introduction to Tourism and Leisure	3	3			商業禮儀 Business Etiquette	2	2			門市服務專業證照 The Certificate of Store Service	2	2			統計軟體應用 Statistical Software Applications	2	2		

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系專業選修 Departmental Elective Courses	人力資源管理 Human Resource Management	2	2			行銷專業證照 The Certificate of Professional Marketing	2	2			商業英文 Business English	2	2			供應鏈管理 Supply chain management	3	3		
	創意思考與設計 Creative Thinking and Design	2	2			採購管理 Purchase Management	2	2			商圈調查與展店規劃 Business District Planning and Development	2	2			專案管理 Project Management	3	3		
	產業經營概論 Introduction to Industry Management	2	2			簡報技巧實務 Presentation Practice and Technique	2	2			競爭策略 Competitive Strategy	2	2			全球運籌管理 Global Logistic Management	3	3		
	商品管理 Commodity Management			2	2	服務行銷 Services Marketing			3	3	地方特色行銷講座 Marketing of Local Industry Characteristics	2	2			實務專題(一) Practical Topics (1)	2	3		
	定價策略 Pricing Strategy			2	2	服務品質管理 Service Quality Management			2	2	行銷個案分析 Marketing Cases Study			3	3	餐旅行銷 Hospitality Marketing	3	3		
	品牌管理 Brand Management			2	2	行銷多媒體應用 Multimedia Applications for Marketing			3	3	行動商務 Mobile Commerce			3	3	財務管理 Financial Management	3	3		
	資訊專業證照 The Certificate of Information			2	2	觀光行銷 Tourism Marketing			3	3	作業管理 Operations Management			3	3	投資理財規劃 Investment and Personal Financial Planning			3	3
	會計學 Accounting			3	3	賣場陳列與佈置 Store Facility Planning and Management			2	2	商業攝影 Commercial Photography			3	3	電競直播與競賽企劃 E-sports live broadcast and competition planning			2	2
	基礎攝影 Basic Photography			3	3						地方特產流通講座 Local Specialty Circulation Lecture			2	2	實務專題(二) Practical Topics (2)			2	3
											倉儲與運輸管理 Materials and Warehouse Management			2	2	創業管理 Entrepreneurial Management			3	3
																行銷模擬決策 Marketing Simulation Strategy			3	3
																職涯發展與自我行銷 Career development and self-promotion			2	2

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																企業實務講座 Lecture of enterprise			3	3				
																網紅與社群行銷 VoiceTube Blog and social marketing			3	3				
	小計 Subtotal	5	5	6	6	小計 Subtotal	6	6	6	6	小計 Subtotal	8	8	9	9	小計 Subtotal	9	9	9	9				
其他選修 Other Elective Courses	大學社會責任 University Social Responsibility			2	2	運動健康促進課群 Sports Health Promotin Course	2	2	2	2	生命教育 Life Education	2	2											
						職場英文 Workplace English	2	2			智慧財產權 Intellectual Property Rights			2	2									
						人工智慧基礎概論 Introduction to AI Fundamentals			2	2														
	小計 Subtotal			2	2	小計 Subtotal	4	4	4	4	小計 Subtotal	2	2	2	2									
	合計 Total	20	20	18	18	合計 Total	21	21	21	21	合計 Total	21	21	9	9	合計 Total	9	9	9	9				

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附註：
Note:

1.本表適用於115學年度進修部四技入學新生。
1.This program sheet applies to students admitted to the Four-Year Technical Program (Continuing Education Division) in Academic Year 115 (2026).

2.最低畢業總學分為128學分，其中基本能力課程必修12學分、分類通識課程必修12學分、院共同必修6學分、專業必修40學分，其餘58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16學分為畢業學分。
2.The minimum number of credits required for graduation is 128. This includes 12 credits of Fundamental Required Courses, 12 credits of General Education Required Courses, 6 credits of College-wide Required Courses, 6 credits of College-wide Required Courses, and 40 credits of Major Required Courses. The remaining 58 credits are elective credits. Up to 16 credits of free electives taken from courses offered by other departments may be counted toward the graduation credit requirement.

3.可至外系修讀相關課程，選讀外系課程需經本系主任與修讀外系課程主任同意。
3.Students may take relevant courses offered by other departments. Enrollment in such courses requires approval from both the chair of the student’s home department and the chair of the offering department.

4.校外實習類課程，學時為「*」(暑期校外實習、產業實習、學期校外實習、海外實習及其他校外實習型態)詳見本校學生校外實習辦法。校外實習類課程總學分數至多採認18學分為畢業學分，超過18學分時，其超過部分不認為畢業學分。
4.Off-campus internship courses, indicated by “*” (including summer internships, industry internships, semester internships, overseas internships, and other types of off-campus internships), are governed by the University Regulations on Student Off-Campus Internships. A maximum of 18 credits from off-campus internship courses may be recognized toward the graduation requirement. Any credits exceeding this limit shall not be counted toward graduation.

5.學生選修「運動健康促進課群」為其他選修的學分數，系科最多採計2學分為畢業學分。
5.Credits earned from “Sports Health Promotion courses” shall be classified as other elective credits, with a maximum of 2 credits recognized toward graduation.

6.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。
6. This program sheet has been reviewed and approved by the Department Curriculum Committee(115.03.18), the College Curriculum Committee (115.03.24), and the University Curriculum Committee (115.03.31).