傳播與科技學系碩士班

113 學年度

最低修業年限	二年
應修學分數	27 學分
應修課程及符合畢業資格之修課相關規定	1. 先修課程：統計學 　大學已修習者，入學開學內一周，須提出課程免修申請。大學未修習者，須補修大學部統計學。不列入畢業學分計算。 2. 必修課程：2 門，6 學分。 　研究方法：傳播量化研究方法、傳播質化研究方法。 3. 專業必選：15 學分。 　專業選修分為兩個群組，學生需選擇其一為主修群組，修習 12 學分，另 一群組修習 3 學分。 　■ 互動行銷與設計 　傳播與社會設計 　人機互動與使用者研究 　電腦中介傳播 　健康風險傳播:新興媒體科技的應用 　大數據分析：文字探勘 　社會網絡研究 　社交媒體與傳播研究 　數位行銷 　新興媒體心理學研究 　公關與危機傳播 　傳播數據分析 　■ 流行文化與科技 　遊戲文化與實驗 　虛擬攝影棚與數位電視 　流行文化與全球傳播 　參與式傳播與媒介變遷 　科技、情感與性別 　視覺文化與美學 　數位媒體實驗 　傳播政治經濟學 　媒體消費與流行文化 　資料視覺化 4. 自由選修課程：6 學分 研究實習(1 學分)
備註	大學非傳播相關科系背景之碩士生，須加修碩士班課程 3 學分或下修大學部課程 6 學分。 下修之大學部「統計學」可納入補修學分計算。大學部補修學分，不列入畢業學分計算。

Department of Communication and Technology
Coursework Regulations for Master's Program
Academic Year 2024

Period of Study	Two to four years
Required Credits	27 credits

Program Requirements	I. Prerequisite courses: Statistics and Statistical Computing Language During the first week of each semester, students who obtained credits from an undergraduate program, may apply to waive this prerequisite pending on approval from the Master's Program Committee. For those students who do not meet the passing requirements, need to enroll in Statistics course and the granted credits cannot be used to fulfill the requirements for graduation credits.
	II. Compulsory Courses (6 credits):
	    Research methods: Quantitative Communication Research Methods、
	    Qualitative Communication Research Methods
	III. Specialization：There are two course groups: "Interactive Marketing and Design" and "Popular Culture and Technology". Students must take at least 12 credits from one group and at least 3 credits from the other group
	
	● **Interactive Marketing and Design**
	Communication and Social Design
	Human Computer Interaction and UX Research
	Computer-Mediated Communication
	Health Risk Communication: Emerging Media Technologies Applications
	Big data analytics：Text mining
	Research on Social Network Analysis
	Social Media and Communication Research
	Digital Marketing
	Emerging Media Psychology Research
	Public Relations and Crisis Communication
	Communication Data Analysis
	
	● **Popular Culture and Technology**
	Game Culture and Experiments
	Virtual Studio and Digital TV
	Popular Culture and Global Communication
	Participatory Communication and Media Change
	Technologies, emotions, and gender
	Visual Culture and Aesthetics
	Experimental Digital Media
	Political Economy of Communication
	Media Consumption and Popular Culture
	Visualizing Data
	IV. Electives: 6 credits
	    Student can select 6 credits courses from other graduate programs Research Internship (1credit)

Notes	If your major of undergraduate degree is **NOT** in Communication related fields,you need to obtain 3 more credits from master program or 6 undergraduate credits to fulfill the graduation requirements.