

# 傳播研究所碩士班

114 學年度

最低修業年限	二年
應修學分數	30 學分
應修（應選）課程及符合畢業資格之修課相關規定	<p>1. 必修課程（4 門，共計 9 學分）</p> <p>1.1 「<u>傳播理論</u>」或「<u>心理學與人機互動</u>」（二擇一）*</p> <p>1.2 傳播科技專題講座</p> <p>1.3 新媒體與傳播工作坊</p> <p>1.4 「<u>傳播研究方法：量化取向</u>」或「<u>傳播研究方法：質化取向</u>」（二擇一）*</p> <p>2. 必選課程（以下課程選 4 門，共計 12 學分）</p> <p>2.1 傳播媒體、品牌與行銷</p> <p>2.2 公共關係與危機傳播</p> <p>2.3 多媒體人機互動概論</p> <p>2.4 使用者經驗設計研究</p> <p>2.5 環境與健康傳播</p> <p>2.6 網路與新媒體行銷</p> <p>2.7 娛樂媒介與故事行銷</p> <p>2.8 網路空間與社群</p> <p>2.9 媒體文化專題</p> <p>2.10 互動媒體與閱聽人專題</p> <p>2.11 傳播與認知心理學</p> <p>2.12 整合行銷傳播專題</p> <p>2.13 說服理論與實務</p> <p>2.14 虛擬實境暨擴增實境傳播研究</p> <p><u>2.15 必修課程之二擇一課程</u></p>
備註	<u>*若兩門課程皆修習，則其中一門認列為必修，另一門則作為必選課程學分。</u>

# MA Program of the Institute of Communication Studies

Academic Year 2025

Period of Study	two to four years
Graduation Credits	30 credits
Compulsory Courses	<ol style="list-style-type: none"> <li>1. Compulsory Courses (4 courses, 9 credits in total)               <ol style="list-style-type: none"> <li>1.1 Communication Theories / <a href="#">Psychology and Human Computer Interaction (either one) *</a></li> <li>1.2 Topical Seminar in Communication Technologies</li> <li>1.3 New Media and Communication Workshop</li> <li>1.4 Comm Research Methods: Quantitative Approach / Comm Research Methods: Qualitative Approach (either one) *</li> </ol> </li> <li>2. Elective Courses (4 courses, 12 credits in total)               <ol style="list-style-type: none"> <li>2.1 Communication Media, Branding &amp; Marketing</li> <li>2.2 Public Relations &amp; Crisis Communication</li> <li>2.3 Introduction to Human-computer Interaction Design</li> <li>2.4 User Experience Design Research</li> <li>2.5 Environmental &amp; Health Communication</li> <li>2.6 Internet and New Media Marketing</li> <li>2.7 Entertainment Media and Storytelling Marketing</li> <li>2.8 Community in Cyberspace</li> <li>2.9 Special Topics in Media Culture</li> <li>2.10 Seminar in Interactive Media and Audience</li> <li>2.11 Communication and Cognitive Psychology</li> <li>2.12 Seminar in Integrated Marketing Communication</li> <li>2.13 Persuasion: Theories and Practice</li> <li>2.14 Virtual/Augmented Reality Communication Research</li> <li><a href="#">2.15 One of the two required courses must be selected</a></li> </ol> </li> </ol>
Notes	<a href="#">*If both courses are taken, one counts as required, the other as elective.</a>

# 傳播研究所碩士班(輔所)

114 學年度

應修學分數	18 學分
應修（應選）課程及符合畢業資格之修課相關規定	<ol style="list-style-type: none"> <li>1. 必修課程（3 門，共計 9 學分） <ol style="list-style-type: none"> <li>1.1 傳播理論或「心理學與人機互動」（二擇一）*</li> <li>1.2 傳播科技專題講座</li> <li>1.3 傳播研究方法：量化取向、傳播研究方法：質化取向（二擇一）*</li> </ol> </li> <li>2. 必選課程（以下課程選 3 門，共計 9 學分） <ol style="list-style-type: none"> <li>2.1 媒體策略管理與行銷</li> <li>2.2 公共關係與危機傳播</li> <li>2.3 多媒體人機互動概論</li> <li>2.4 使用者經驗設計研究</li> <li>2.5 環境與健康傳播</li> <li>2.6 網路與新媒體行銷</li> <li>2.7 娛樂媒介與故事行銷</li> <li>2.8 網路空間與社群</li> <li>2.9 媒體文化專題</li> <li>2.10 互動媒體與閱聽人專題</li> <li>2.11 傳播與認知心理學</li> <li>2.12 整合行銷傳播專題</li> <li>2.13 說服理論與實務</li> <li>2.14 虛擬實境暨擴增實境傳播研究</li> <li>2.15 必修課程之二擇一課程</li> </ol> </li> </ol>
備註	*若兩門課程皆修習，則其中一門認列為必修，另一門則作為必選課程學分。

## Minor Program of the Institute of Communication Studies

Academic Year 2025

Minimum Credits	18 credits
Curriculum and Regulations	<ol style="list-style-type: none"> <li>1. Required courses: <ol style="list-style-type: none"> <li>1.1. Communication Theories / Psychology and Human Computer Interaction (either one) *</li> <li>1.2. Topical Seminar in Communication Technologies</li> <li>1.3. Comm Research Methods: Quantitative Approach / Comm Research Methods: Qualitative Approach (either one) *</li> </ol> </li> <li>2. Optional courses: Must pick <u>3</u> from below: <ol style="list-style-type: none"> <li>2.1. Communication Media, Branding &amp; Marketing</li> <li>2.2. Public Relations &amp; Crisis Communication</li> <li>2.3. Introduction to Human-computer Interaction Design</li> <li>2.4. User Experience <u>Design Research</u></li> <li>2.5. Environmental &amp; Health Communication</li> <li>2.6. Internet and New Media Marketing</li> <li>2.7. Entertainment Media and storytelling marketing</li> <li>2.8. Community in Cyberspace</li> <li>2.9. Special Topics in Media Culture</li> <li>2.10. Seminar in Interactive Media and Audience</li> <li>2.11. Seminar in Integrated Marketing Communication</li> <li>2.12. Communication and Cognitive Psychology</li> <li>2.13. Persuasion: Theories and Practice</li> <li>2.14. Virtual/Augmented Reality Communication Research</li> <li>2.15. <u>One of the two required courses must be selected</u></li> </ol> </li> </ol>
Note	*If both courses are taken, one counts as required, the other as elective.