

Ming Chuan University Department of New Media and Communication Administration  
(graduate Program)

Course Outline for all students entering in 2020 page 1 of 2

Courses		Credits	Hours	1 <sup>st</sup> year		2 <sup>nd</sup> year		Note
				Fall	Spring	Fall	Spring	
				class	Class	class	class	
University Required Core Courses	Applied English I	2	2	2				
	Applied English II	2	2		2			
University Required Courses	Communication Theory	3	3		3			
	Management Theory	3	3		3			
	Communication Research Methods	3	3	3				
	Data Analysis Methods in Communication	3	3	3				
	Seminar on Management of Media Industry	3	3			3		
Professional Elective Courses	Media Organization Management	3	3	3				
	Human Resource Management in the Media	3	3	3				
	Digital Media Research	3	3				3	
	Information Management	3	3				3	
	Seminar on Information Communication	3	3	3				
	Seminar on the Media of Mainland China	3	3		3			
	New Media Marketing	3	3		3			
	Media Financial Management	3	3		3			
	Research Design for Communication Studies	3	3		3			
	Media Policy and Regulation	3	3		3			
	Public Relations Campaign Design	3	3	3				
	Seminar on International Communication	3	3		3			
	Seminar on Omnimedia Production	4	4					4
	We Media Plan and Design	3	3	3				
	We Media Operation and Management	3	3		3			
	Data Journalism	3	3					3
	E-commerce Regulations	3	3				3	
	Sociology of the Media	3	3				3	
	Seminar on New Media Communication	3	3				3	
	Culture and Creative Marketing	3	3				3	
	Media Marketing and Promotion	3	3				3	
	Communication Ethics and Regulation	3	3				3	
	Political Communication	3	3					3
	Communications Project Management	3	3				3	
Studies on Media Marketing Strategies	3	3		3				
Cross-cultural and International Communication	3	3		3				

	Seminar on Culture and Creative Industries	3	3				3	
	Visual Communication and Production	3	3				3	
	Brand Image and Public Relations	3	3				3	
	Digital Storytelling	3	3				3	
	Special Topic of Fusion Media	3	3				3	
	Practical English for Professional Purposes	2	2				2	
	Data Analysis Methods in New Media(Computer)	3	3	3				
	Value-added Digital Content(Computer)	3	3		3			
	Implementation of New Media Marketing(Computer)	3	3				3	
Total	University Required Core Courses	4	4					
	Total University Required Courses	15	15					
	Total Professional Elective Courses	24	24					
	Total Graduation Credits	43	43					
	Master Thesis	4	4					

Note:

- 1.To be conferred a Master's degree, students are required to obtain at least 43 credits from both compulsory and elective courses, and must pass all required examinations and core competencies to be eligible for graduation.
- 2.A maximum of 6 credits for courses outside this department may be counted as the electives.
- 3.In accordance with the General Provisions for Study, graduate students need to pass the core competencies to be eligible for graduation.
- 4.The elective courses in this course framework can be applied retroactively to students who entered from 2019-2020 academic year.
- 5.In accordance with the MOE standard, it is required that MCU graduate students reach the CEFR B1 English Proficiency Level before graduation. (According to the school's regulations, students who need to achieve more than 550 on their TOEIC test or the one who pass the oral exam on GEPT Intermediate Test, etc.) Any student who does not reach the standard is required to complete two 2-credit Applied English courses.