

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

Course Outline for all students entering in 2025 page 1 of 2

Courses		Credits	Hours	1 st year		2 nd year	
				Fall	Spring	Fall	Spring
Professional 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			
Professional Elective Courses	Seminar on Management of Media Industry	3	3			3	
	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	

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Courses		Credits	Hours	1 st year		2 nd year	
				Fall	Spring	Fall	Spring
Professional Elective Courses	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	Total Professional Required Courses	12	12				
	Total Professional Elective Courses	24	24				
	Total Graduation Credits	36	36				

Note :

1. To be conferred a Master's degree, students are required to obtain at least 36 credits from both required and elective courses, and must pass all required examinations and attain the department's 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 2024-2025 academic year.

5. According to general provisions for study of Ming Chuan University, graduate school students should meet the English proficiency requirement and comply with its enforcement rules in order to graduate.
6. Students should meet the requirements of Ming Chuan University Guidelines for Taking Academic Ethics Education Course prior applying for the Oral Examination for Thesis Plan.