

銘傳大學新媒體暨傳播管理學系專業基本能力檢定實施細則

Ming Chuan University Enforcement Rules for New Media and Communication Administration Department Fundamental Professional Competence Standards

- 一、本系為提昇學生升學暨就業競爭力，依據「銘傳大學學生畢業資格檢定實施辦法」，訂定「銘傳大學傳播管理學系專業基本能力檢定實施細則」（以下簡稱本細則）。

To enhance students' competitiveness in academic field and career development, these Enforcement Rules are formulated in accordance with the Ming Chuan University Procedures for Proficiency-based Graduation Requirements (hereinafter referred to as "the Procedures").

- 二、114 學年度起入學之大學部學生，應通過本校所定之「英語能力」、「資訊能力」、「中文能力」及「運動能力」畢業資格檢定標準，及本細則所定「專業基本能力」之檢定標準，始得畢業。

Undergraduate students admitted in Academic Year 2025–26 and thereafter shall pass the University's graduation qualification assessments in English proficiency, Information Technology proficiency, Chinese proficiency, Sports capability, and the Fundamental Professional Competencies Requirements stipulated in the Procedures, for graduation eligibility.

研究生需通過本系所規定專業基本能力檢定標準，始得畢業。Graduate students must meet the Fundamental Professional Competency Requirements, prescribed by the Department, before graduation.

- 三、學生應於在學期間內通過基本能力檢定，其項目及檢定標準如下：

Students are required to meet the fundamental professional competencies outlined below during their period of study.

	基本能力 Fundamental Competency	檢定標準 Requirements
Undergraduate Division 大學部	1. 傳播資訊能力 Information and Communication Competency	<p>畢業前通過多媒體電腦證照考試 1 項。項目可包括國際數位內容產製專業能力(Adobe)認證考試或數位行銷分析(Google AdWords/Google Analytics)證照考試；若有考取其他項目，應於考取後 1 個月內提供考試規章、證照正本等相關資料，供系上審核是否與本專業相符。</p> <p>Students must, before graduation, obtain at least one multimedia-related computer certificate. Recognized certificates include, but are not limited to, the <i>International Digital Content Production Professional Certification (Adobe)</i> or <i>Digital Marketing and Analytics Certifications (Google AdWords / Google Analytics)</i>.</p> <p>If students obtain other certificates, they shall submit the examination regulations, original certificates, and relevant documents to the Department within one month after obtaining the certificate for review and approval of professional relevance.</p>

	2.實作能力 Practical Competency	<ul style="list-style-type: none"> 完成傳播實務(一)(二)一學年訓練，並經審查成績考核通過。 修習傳播實務進階課程需完成 160 小時的校外實習，並經審查成績考核通過及繳交實習心得回饋。 <p>Students shall complete one academic year of training in <i>Communications Practice (I) and (II)</i> and pass the examination.</p> <p>Students enrolled in advanced communications practice courses shall complete 160 hours of off-campus internship, pass the examination, and submit an internship reflection report.</p>
	3.問題解決能力 Problem-Solving Competency	<p>完成畢業論文或畢業作品製作，並通過審查。</p> <p>Students complete a graduation thesis or graduation project and pass the required review.</p>
	4.就業競爭力 Employment Competitiveness	<p>畢業前應完成本系實習實施細則之規定。</p> <p>Students must complete the departmental requirements before graduation.</p>
Master's Program 碩士(專)班	1. 傳播管理研究能力 Research Competency in Communications Management	<p>論文學位口試前，需公開發表論文乙篇，論文發表以國際學術機構、國內外綜合性大學、國立科技大學或國內外學會所舉辦之研討會為採認標準，並得與指導教授共同發表。</p> <p>Before the thesis oral examination, graduate students shall make at least one public presentation of the thesis.</p> <p>Presentations shall take place at academic conferences organized by international institutes, domestic / overseas comprehensive universities, national/domestic universities of science and technology, or domestic / overseas academic associations.</p> <p>Joint presentation of thesis advisor and student is acceptable.</p>

四、學生於畢業前未達前條所定「傳播資訊能力」檢定標準，除畢業學分 128 學分外，應加修以下三科目之一(所得學分不列計畢業學分數)：

Students who fail to meet the Information and Communication Competency Requirements before graduation shall, in addition to completing the required 128 graduation credits, enroll in and pass one of the following three courses (credits earned are not counted toward the required credits for graduation):

- (1) 3D 動畫設計
- (2) 造型角色設計
- (3) 資訊檢索

於該課程達及格標準後，始得畢業。

- 3D Animation Design
- Animation Modeling Design
- Information Retrieval

Students are eligible for graduation only upon passing one of the courses above.

- 五、通過基本能力檢定標準之學生，應將成績或其他相關證明文件，送交本系經審核通過後，成績以「檢定通過」登錄。Students who have fulfilled the professional competency requirements shall submit transcripts or other supporting documents for department review. Upon approval, the grading shall be documented as “Passed Requirements.”
- 六、本細則經系務、院務及教務會議通過後，報請校長核定後實施，修正時亦同。Upon being passed at the Department Affairs, School Affairs, and Academic Affairs Committee meetings and approved by the President, these enforcement rules are implemented. Any revision must follow the same procedures.

****In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail.****