

新聞傳播學學士學位課程 Bachelor of Arts in Journalism and Communication

序號 Seq.	科目編號 Course Code	科目名稱 Course Title	年級 Grade	班級 Class	必修/選修 Core/Elective	書本類別 Book Type (CB/RB)	書本形式 Book Form	備註 Remark	書號 ISBN	書名 Title	作者或譯者 Author	出版社 Publisher	版本 Edition	出版年份 Publish Year
1	BJ12002	傳播學概論 Introduction to Communication	1	ALL	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781260575538	Introducing Communication Theory: Analysis and Application	Richard West and Lynn Turner	McGraw Hill	7	2021
	BJ12002	傳播學概論 Introduction to Communication	1	ALL	必修 Core	教科書 CB	電子書 Ebook		9781260590340	Introducing Communication Theory: Analysis and Application	Richard West and Lynn Turner	McGraw Hill	7	2021
2	BJ12002	傳播學概論 Introduction to Communication	1	ALL	必修 Core	參考書 RB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781265209247	A First Look at Communication Theory	Em Griffin, Andrew Ledbetter, Glenn Sparks	McGraw Hill	11	2022
	BJ12002	傳播學概論 Introduction to Communication	1	ALL	必修 Core	參考書 RB	電子書 Ebook		9781265750602	A First Look at Communication Theory	Em Griffin, Andrew Ledbetter, Glenn Sparks	McGraw Hill	11	2022
3	BJ12009	整合行銷傳播 Integrated Marketing Communication	2	ALL	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781266090608	Advertising and Promotion: An Integrated Marketing Communication	Belch, G. E., & Belch, M. A.	McGraw-Hill	13	2023
	BJ12009	整合行銷傳播 Integrated Marketing Communication	2	ALL	必修 Core	教科書 CB	電子書 Ebook		9781266503665	Advertising and Promotion: An Integrated Marketing Communication	Belch, G. E., & Belch, M. A.	McGraw-Hill	13	2023
4	BJ12013	社會統計 SOCIAL STATISTICS	2	ALL	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781305093836	The Essentials of Statistics: A Tool for Social Research, International Edition	Joseph F. Healey	Cengage Learning	4	2016
	BJ12013	社會統計 SOCIAL STATISTICS	2	ALL	必修 Core	教科書 CB	電子書 Ebook		9788000010755	The Essentials of Statistics: A Tool for Social Research, International Edition	Joseph F. Healey	Cengage Learning	4	2016
5	BJ12020	組織傳播 Organizational Communication	2	ALL	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9780357670798	Organizational communication: Approaches and process	Miller, K.	Cengage Learning	7	2020
	BJ12020	組織傳播 Organizational Communication	2	ALL	必修 Core	教科書 CB	電子書 Ebook		9780357898680	Organizational communication: Approaches and process	Miller, K.	Cengage Learning	7	2020
6	BJ19008	視覺傳播 Visual Communication	3	ALL	必修/選修 Core/Elective	參考書 RB	紙本書 Print book		9781119226475	Visual Communication: Insights and Strategies	Janis Teruggi Page, Margaret Duffy	Wiley-Blackwell	1	2021
7	BJP1202	品牌研究 Brand Study	3	ALL	必修/選修 Core/Elective	參考書 RB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292314969	Strategic Brand Management: Building, Measuring and Managing Brand Equity	Kevin Lane Keller and Vanitha Swaminathan	Pearson	5	2019
	BJP1202	品牌研究 Brand Study	3	ALL	必修/選修 Core/Elective	參考書 RB	電子書 Ebook		9781292314990	Strategic Brand Management: Building, Measuring and Managing Brand Equity	Kevin Lane Keller and Vanitha Swaminathan	Pearson	5	2019

8	BJ12006	跨文化傳播 Intercultural Communication	3	ALL	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789814834223	Communication between cultures	Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S.	Cengage Learning	9	2017
	BJ12006	跨文化傳播 Intercultural Communication	3	ALL	必修 Core	教科書 CB	電子書 Ebook		9788000008684	Communication between cultures	Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S.	Cengage Learning	9	2017
9	BJ12006	跨文化傳播 Intercultural Communication	3	ALL	必修 Core	參考書 RB	紙本書 Print book		9781119897903	Intercultural communication for everyday life	Baldwin, J. R., Coleman, R. R. M., Gonzali, A., & Shenoy- Packer, S.	John Wiley & Sons	2	2023
10	BJC1905	傳播學專題 Special Topic in Communication	4	ALL	必修 Core	參考書 RB	紙本書 Print book		9780415989145	Mediating the Message in the 21st Century: A Media Sociology Perspective A Media Sociology Perspective	Pamela J. Shoemaker, Stephen D. Reese	Routledge	1	2014

藝術學-藝術設計學士學位課程 Bachelor of Arts in Art Design

序號 Seq.	科目編號 Course Code	科目名稱 Course Title	年級 Grade	班級 Class	必修/選修 Core/Elective	書本類別 Book Type (CB/RB)	書本形式 Book Form	備註 Remark	書號 ISBN	書名 Title	作者或譯者 Author	出版社 Publisher	出版年份 Publish Year	版本 Edition
1	BDZ1906	三維設計基礎 Three-dimensional Design Foundation	1	待定	必修 Core	教科書 CB	紙本書 Print book		9787553796062	設計的立體構成	朝倉直巳	江蘇科學技術出版社	1	2018
2	BDI1903	模型製作 Model Making	2	D1	必修 Core	參考書 RB	紙本書 Print book		9787515318653	建築模型製作	遠藤義則	中國青年出版社	1	2020
3	BDZ1901	現當代藝術史 History of Modern Art	3	D1/D2/D3	必修 Core	參考書 RB	紙本書 Print book		9787513342919	劉擎西方現代思想講義	劉擎	新星出版社	1	2021
4	BDZ1901	現當代藝術史 History of Modern Art	3	D1/D2/D3	必修 Core	參考書 RB	紙本書 Print book		9787544752633	現代主義：從波德萊爾到貝克特 之後	[美]彼得·蓋依	譯林出版社	1	2017

*以上資料或有修改，按最新版本為準。

*The above textbook list may subject to change, please refer to the latest update.