

# **Proposal for “International Culture and Creative Marketing” Credit Program, Wenzao Ursuline University of Languages**

Applicable after the first semester of the academic year of 2014

Approved by the College Curriculum Committee of the College of English  
and International Studies on February 24, 2014

Approved by the College Meeting of the College of English and International Studies  
on March 5, 2014

Approved by the University Curriculum Committee on March 25, 2014

Revised and approved at the Academic Affairs Committee on May 27, 2014

- I. Program name: International Culture and Creative Marketing Credit Program
- II. Planning departments: Department of International Affairs, Department of Digital Content Application and Management, Department of International Business Management
- III. Program objectives:

This program is a cross-disciplinary program that aims to enhance students' professional knowledge on the basis of students' language abilities and their understanding of international cultures and cultivate students' ability in creative marketing and integration of international cultures.
- IV. Qualifications for application: Sophomore, junior or senior students of the college program
- V. Application procedures: Applicants should complete the application form to be signed by the chairperson of their department. They should then submit the application form to the Department of Digital Content Application and Management, Department of International Affairs or Department of International Business Management.
- VI. Credits: The minimum requirement is 20 credits. For students who take the credit program, at least one-half of credits taken should not be one of the following:
  - (1) courses offered in the student's own major
  - (2) courses offered in the student's own double major
  - (3) courses offered in the student's own minor
- VII. Regulations for the issue of program certificate:
  - (1) Application deadline: Students who meet the requirements of the program should submit their application to the Department of

International Affairs, Department of Digital Content Application and Management, or Department of International Business Management one month before graduation.

- (2) Information required: One copy of Chinese transcript of records issued by the Registration Section.

VIII. Point of contact: Assistant of the Department of International Affairs. Extension number 6102

Assistant of the Department of Digital Content Application and Management. Extension number 6302

Assistant of the Department of International Business Management. Extension number 6202

Curriculum for International Culture and Creative Marketing Credit Program

Category	Course name	Credits	Remark
Compulsory courses	Introduction to Design	3	
	International Marketing Management	3	
Total		21	
Elective courses	Illustration Design	2	
	2Dimensions Computer Graphics	3	
	Website Design and Management	3	
	Interactive Multimedia Design	3	
	Digital Music Production	3	
	Digital Video Production	3	
	User-centered Design	3	
	Dynamic Webpage Design	3	
	Introduction to International Cultural Studies II	3	
	Introduction to International Culture Economy	3	
	Arts and Popular Culture in the World	3	
	International Cultural Festivals	3	
	Introduction to Business Management	3	One out of the two
Business Management	3		
	International Trade Practices	3	
<p>Students shall take at least 20 credits. For students who take the credit program, at least one-half of credits taken should not be one of the following:</p> <p>(1) courses offered in the student's own major</p> <p>(2) courses offered in the student's own double major</p> <p>(3) courses offered in the student's own minor</p>			