

New Media International Marketing Credit Program

Approved by the College Curriculum Committee of the
College of Cultural and Educational Innovation on April 28, 2021

Approved by the College Meeting of the
College of Cultural and Educational Innovation on April 28, 2021

Approved at the University Curriculum Meeting on May 11, 2021

Approved at the Academic Affairs Meeting on May 25, 2021

Approved at the University Curriculum Meeting on November 30, 2021

Approved at the Academic Affairs Meeting on December 21, 2021

1. Name of the credit course: New Media International Marketing Credit Program
2. Planning unit: **College of New Media and Management**
3. Responsible unit: **College of New Media and Management**
4. Purpose: The **College of New Media and Management** integrates faculty and equipment from the Department of Digital Content Application and Management, the Department of Communication Arts and the Department of International Enterprise Management to create the "New Media International Marketing Credit Program" based on the international vision and foreign language capabilities in Wenzao Ursuline University of Languages. The main purpose of this credit program is to train new media talents with international vision and marketing through the application of new media and technical practices in international marketing, so as to enhance the promotion and development of the industry.
5. Qualification: Freshmen of the "New Media International Marketing Excellence Class", students of the second grade or above of the four technical departments, and students of the third grade or above of the two technical departments, may apply before the end of the first semester of the highest grade (excluding extended years of study).
6. Required credits: The required minimum credits are 21.
7. Application method: According to the Office of Academic Affairs announcement time online to fill out the application for the credit program.
8. Review procedures:
 - (1) Audit unit:
 - I. The students of "New Media International Marketing Excellence Class" of the College of Cultural and Educational Innovation are reviewed by various departments (including: Department of Digital Content Application and Management, Department of Communication Arts, Department of International Enterprise Management), and the list of students who complete the required credits of the program is submitted to the College of New Media and Management for overall processing.
 - II. The students who are not of "New Media International Marketing Excellence Class" of the College of Cultural and Educational Innovation shall be reviewed and handled by the College of New Media and Management.
 - (2) Certificate issued: If the student who completes the required credits of the program credit, the "New Media International Marketing Course Credit Program" certificate is issued by the university.
9. If you have any questions, you can contact the office (extension number 3002).

10. List of courses:

Category	Course Titles	Credits	Departments
Required (12 credits)	Introduction to New Media Marketing	3	Department of Digital Content and Management
	Basics of Network Video Production	3	Department of Communication Arts
	International Marketing Planning	3	Department of International Enterprise Management
	Marketing Projects Using New Media	3	Department of Digital Content and Management
Elective (9 credits minimum)	Web Page Design Practice	2	Department of Digital Content and Management
	Web Services Analytics	3	
	Social Marketing	2	
	Big Data Marketing	2	
	Practical Projects for Smart Retail	3	Department of Communication Arts
	Introduction to Screenwriting and Directing	3	
	Live Streaming: Planning and Production	3	
	International Trade Practices	3	Department of International Enterprise Management
	Enterprise Resource Planning	3	