

Program Curriculum Map

Master's Program in Communication, National Chengchi University

Graduation Requirements

- Required Course (1 course: Introduction to Graduate Study)
- Minimum Credits for Graduation: 31 credits

Students are required to:

- At least one course must be taken from each of Clusters 1, 2, and 3.
(3 + 3 + 3 = 9 credits)
- Complete 21 credits of elective coursework for independent specialization

Course Structure

Cluster 1: Methods

- Phenomenology and Qualitative Research Method
- Advanced Quantitative Research
- Research Methods
- In-depth Interviews
- Discourse Analysis
- Filmic Directing
- Research Methods in Cultural Studies
- Applied Statistical Analysis
- Emerging media & technology research: Mixed method approach
- Communication Technology Research Methods
- Quantitative Research Analysis in Communication

Cluster 2: Theory

- Thinking and Writing
- Gender & Communication Technology
- Advertising Theories and Practices
- Public Relations Theories and Practices
- Media and Cultural Techniques
- Media Sociology
- Imagination: Fundamental and Application
- Film Theory
- Mass Culture Study
- Audience Study
- Sociology of Media and Communication
- Interactive Communication and Technology
- Communication Theory
- Urban Media Studies
- Integrated Marketing Communications
- Cultural Sociology: Current Trends and Issues in Media and Communication Studies

Cluster 3: Thematic

- Marketing Management
- Psychology of Media and the Audience
- Audience and Media Market
- Media Game Theory
- Media Economics
- Short Film Production
- Popular Cultures in Taiwan
- Seminar on Cross-cultural Communication
- Seminar on Communication and Culture : Crossdisciplinary Perspectives
- Sports, Media and Society
- Cultural Industries and Labor
- Contemporary Communication Issues
- Political Economy of Communication
- Social Media Studies
- Social and Entertainment Media
- Environmental and Health Risk Communication
- Social Communication-Oriented Big Data Analysis
- Financial News Reporting
- Consumer Behavior
- Public Interaction Design and User Experience
- Audiovisual Media Innovation & Interactive Technologies
- Case Studies in Public Relations
- Seminar on Communication and Culture :Practicum and Applications
- Media and Trauma
- Data Journalism
- Audio-visual Media, Humanities and Technology
- Content Product Planning and Content Strategy
- Internship
- Asia New Media Research
- Visual Elements and Narrative
- Advertising Psychology in Theory and Practice
- Topics on "AI and Its Humanities and Social Sciences Issues"
- Digital Graphic Narratives and Content Creation
- Seminar on Computer-Mediated Communication
- New Media Business Model
- Interactive Marketing Communication
- Seminar on Brand Marketing
- Content Product Planning and Content Strategy
- Media Technology and Innovation Law
- Information Privacy Risks and Strategic Blueprints
- Artificial Intelligence and Internet Governance
- Visual Narrative and Science Communication
- Science Communication
- Journalism: Information & Practices
- Seminar: Disaster and Communication Interdisciplinary Study
- Art and Psyche
- Digital Technologies on Cultural & Creative Design
- East Asian Film Works and Society
- Body and Writing
- Advertising Creativity
- Human-Computer Interaction and Design
- Conflict Journalism, Global Communications, and Citizens
- Interactive Technology: Media, Perception, & Design
- Sociology of Music: Musicians, Works and Entrepreneurship

Cluster 4: Elective

- Reportage
- Development Strategies and Case Study of the Cultural and Creative Industries
- Advertising Effectiveness Research
- Special Topics in Creative Communication: Fine Art Photography
- Research on Popular Culture of Taiwan and China: Topics on China Cinema
- Media Law and Policies
- Management for Media Organization
- Communication Ecology and System in Mainland China
- Fundamental Sound
- Nonfiction Film: Theory Study and Directing
- Information Communication Technology Law and Society
- Political Advertising
- Film Editing
- Script Writing
- Advanced Brand Strategy and Practicum

Additional Elective Options

Students may also take courses through:

- Intercollegiate programs
- Interdisciplinary programs
- Exchange programs
- Dual-degree programs

Degree Completion

- Master's Thesis / Creative Project