

Curriculum Structure for the Digital Media Application Credit Program of the University of Taipei

I. Purpose of Establishment

The program is designed to combine media and digital technology's core principles, providing students with interdisciplinary skills and knowledge to meet the demands of the modern media landscape. The program, which integrates university resources and industry needs, includes studies in audio-visual, print, and digital journalism, along with social sciences and the humanities. Students will develop creativity, information processing skills, and journalism expertise. Immersive internships offer hands-on experience in the news industry. The program is organized into television, new media, and production streams, providing students with a comprehensive learning environment and opportunities, cultivating media and digital application professionals with theoretical and practical capabilities, and enhancing their future employment competitiveness.

II. Course Objectives and Features

1. Objectives of Curriculum

- (1) **Understanding Basic Theories and Knowledge in Media and Marketing:** The course will enable students to grasp foundational knowledge in areas such as data journalism, global marketing, and multimedia processing technologies, thereby developing a deep understanding of media content production and digital marketing.
- (2) **Cultivating Interdisciplinary Integration Skills:** By exploring courses in convergent media, multimedia English teaching, and digital animation principles, students will be able to integrate knowledge and skills from different fields to create diverse and innovative content and solutions.
- (3) **Practical Skills and Professional Competence:** Through media internships, basic photography, and sports new media operations courses, students will have the opportunity to apply their learned skills, develop problem-solving abilities, teamwork spirit, and build strong professional attitudes and communication skills.

2. Features of Curriculum

- (1) **Emphasizing Interdisciplinary and Multidimensional Integration:** This program fully integrates the university's outstanding faculty in multimedia applications, digital animation, photography techniques, media content production, and digital marketing, providing students with diverse interdisciplinary learning opportunities to develop talent needed in the media and digital application fields.

- (2) **Emphasizing News Broadcasting Practice:** The program invites current or former mainstream media news anchors to teach students the knowledge and skills of news broadcasting. It covers various media formats such as radio and television news, teaching students how to remake broadcast content, and provides individual guidance on skills such as Mandarin pronunciation training, broadcasting techniques, voice modulation exploration, and news broadcasting practice for different media.
- (3) **Practical Orientation and Industry Media Internships:** The program includes an industry media internship system, allowing students to choose a news media organization with which the university has long-term cooperation for a comprehensive two-month internship during the summer. This practical experience enables students to gain real-world experience before entering the job market and to align with industry standards immediately upon graduation.

III. Core Competencies

1. Ability in Data Analysis and News Interpretation
2. Creative Thinking and Content Production Skills
3. Digital Marketing Strategy and Execution Skills
4. Teamwork and Communication Skills

IV. Academic Regulations and Enrollment Notes *(Refer to the "Implementation Guidelines for the Digital Media Application Credit Program of the University of Taipei".)*

V. Credits Planning Table

Required Courses	Elective Courses	Total Courses
7	8	15

VI. Required Courses

Course Title in Chinese	Course Title in English	Credits	Hours	Remarks
媒體內容產製與數位行銷	Media content production and digital marketing	2	2	Center of General Education
資料新聞學與融媒體	Data Journalism and Convergence Media	2	2	Center of General Education
媒體實習	Media internship	3	240	Center of General Education <i>(Must complete 240</i>

				<i>hours of internship during the summer)</i>
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VII. Elective Courses (*Must take at least 10 Credits*)

Course Title in Chinese	Course Title in English	Credits	Hours	Remarks
全球化行銷	International Marketing	2	2	Center of General Education
多媒體英語教學	Multimedia and English Language Teaching	2	2	Department of English Instruction
多媒體處理技術與應用	Multimedia Technology and Application	2	2	Department of Learning and Materials Design
行銷學	Marketing	2	2	Department of Recreation of Sport Management
基礎攝影	Basic Photography	2	2	Department of Athletics Sports
運動新媒體操作與實務	Sports New Media Operations and Practices	2	2	Center of General Education
運動資訊與媒體公關	Sport information and Media Relations	2	2	Department of Athletics Sports
數位動畫原理與製作	Principle and Production of Digital Animation	2	2	Department of Learning and Materials Design