

Program Framework for Public Opinion and Marketing Research Focused Course
 Program of the School of Social Sciences at Ming Chuan University

執行單位：公共事務學系

100年04月11日系務暨系課程會議修正通過

100年04月25日院務會議通過

100年05月12日教務會議通過

Course Type	Courses	Credits
Required course (11 credits)	Social Psychology	3
	Statistical Computer Packages	2
	Questionnaire Design and Report Writing	2
	Practicum of CATI System	2
	The Theory and Practice of Public Opinion Survey	2
Elective course (Complete at least 9 credits)	Marketing Management	3
	Consumer Behavior	3
	Public Relations	2
	Policy Marketing	2
	Nonprofit Organization and Management	2
	Marketing Research	2
	Election and Voting Behavior	2
	Issue Management	2
	Applied Multivariate Data Analysis	3
	Internet and Multimedia Opinion Survey	2
	Qualitative Method and Application	2
	Democracy Law	2
	States and Markets	2
Citizenship and Multicultural Society	2	