

**Course Structure for M.A. Program**  
**GPE, Graduate Institute of Management**  
**National Taiwan Normal University**

Adaptive to Class of	Required Credit(s)	Elective Credit(s)	Free Elective Credit(s)	Minimum Total Credits for Graduation
110	9.0	36.0	0.0	45.0

Note: The first alphabet "E" on the course name refers to the course in English as a medium of instruction

**I. Required Courses: 0.0 credit is required**

**II. Elective Courses: 0.0 credit is required**

**III. Courses Offered to Students in Different Divisions**

Required Course, 9.0 credits are required

Course Code	Course Name	Credit(s)	Credit Unit		Note
			Lecture Hour	Lab/Practice Hour	
MBM0001	1 E Financial Management	3.0	3.0	0.0	
MBM0002	2 E Marketing Management	3.0	3.0	0.0	
MBM0061	3 E Econometric Analysis	3.0	3.0	0.0	

Elective Course: 36.0 credits are required

Course Code	Course Name	Credit(s)	Credit Unit		Note
			Lecture Hour	Lab/Practice Hour	
MBM0038	1 E Brand Management	3.0	3.0	0.0	
MBM0040	2 E Integrated Marketing Communications	3.0	3.0	0.0	
MBM0017	3 E Service Marketing	3.0	3.0	0.0	
MBM0036	4 E Special Topics on Service Marketing	3.0	3.0	0.0	
MBM0085	5 E Special Topics on Consumer Behavior	3.0	3.0	0.0	
MBM0090	6 E Product Innovation and Marketing Management	3.0	3.0	0.0	
MBM0079	7 E The Applications of Econometrics	3.0	3.0	0.0	
MBM0080	8 E Information Management	3.0	3.0	0.0	
IAM0094	9 E Data Mining	3.0	3.0	0.0	
IAM0068	10 E Service Strategy and Management	3.0	3.0	0.0	
IAM0082	11 E International Marketing Management	3.0	3.0	0.0	
IAM0100	12 E Business English Writing & Communication	3.0	3.0	0.0	
05M0003	13 E The Art of Marketing: Sun Tzu's Modern Managerial Implication	3.0	3.0	0.0	
05M0006	14 E Practice Topic of Asia Management	3.0	3.0	0.0	
05M0008	15 E Negotiating World Class Mergers and Acquisitions Deals	3.0	3.0	0.0	

**IV. Free Elective Credits: 0.0 credit is required**