

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