

Department of Marketing and Logistics Management  
Chaoyang University of Technology Graduate Course Requirement  
(for the students of day division admitted in the 2025 academic year)

<b>Code</b>	<b>Core courses</b>	<b>Credit</b>
02904	Seminar in Management	1
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08561	Special Topics of Franchising Innovation and Entrepreneurship	3
08560	Special Topics of Marketing and Logistics Management	3
01415	Research Methods	3
<b>Total:</b>		<b>11</b>
<b>Code</b>	<b>Elective courses</b>	<b>Credit</b>
10568	Special Topics of Digital Customer Experience and Application	3
09655	Sustainable Business Management in Marketing and Logistics	3
10815	Comprehensive Financial Planning	3
09654	Special Topics of Integrated Marketing Communication	3
09639	Special Topics of Distribution Center Operation	3
10591	Special Topics of Omnichannel Retail Strategy	3
08569	Special Topics of Chain Store and Trade Area Research and Exhibition St	3
09638	Special Topics of Branding Strategy	3
08572	Special Topics of Supply Chain Management	3
10571	Generating Retail and Marketing Insights	3
08564	Special Topics of Consumer Behavior	3
<b>Total:</b>		<b>33</b>
<b>University Requirements</b>		
<b>Core courses</b>	<b>4 courses 11 credits</b>	
<b>Elective courses</b>	<b>Minimum elective 9 credits</b>	
<b>Total requirement</b>	<b>36credits</b>	