

Core
共同核心

Culture
人文

Innovation
創新

Brand Management
品牌管理

TERM 1
一上

論文實作專題(一)
Thesis Development I

生活時尚與美學
Lifestyle Fashion and Aesthetics
當代時尚與創意
Contemporary Trends and Creativity
時尚田野調查
Fashion Industrial Fields Study

美感經驗與品味-英
Aesthetic Experience and Taste

品牌管理
Brand Management
精品品牌操作專題
Luxury Brand Practice

TERM 2
一下

論文實作專題(二)
Thesis Development II

文化、博物館、品牌
Culture, Museum and Brand
品牌、同理與超越
Brand, Empathy, and Reaching Beyond

時尚電商
Fashion Electronic Commerce
設計、品牌與對話
Design, Branding and Dialogue
大數據與消費者行為
The Big-Data and Consumer Behavior

時尚消費心理專題
Fashion Consumer Psychology
全球組織行為解析
Organizational Behavior in Global Perspectives

TERM 3
二上

論文
Thesis

專業實習
Internship

品牌操作專題-英
The Practice of Brand and Management Lead by Workshop

TERM 4
二下

論文
Thesis

MA Program in Brand and Fashion Management
品牌與時尚經營管理碩士學位學程

※畢業學分數：24+4學分

※Graduate Credits: 24 (Elective) + 4 (Required)