

# 農業經濟與行銷碩士學位學程

## 教育目標

培育具農業之專業知識兼備行銷、創新能力及國際觀之應用人才。

## 課程規劃

本學程課程分為專業必修、核心必選課程及選修課程，開課單位包含應用經濟學系、水土保持學系、行銷學系、科技管理研究所、國際農學碩士學位學程、森林學系等…。

必修課程：

個體經濟理論（一）、計量經濟學（二）、碩士論文。

必選修課程：

農產品行銷理論與實務、農企業管理、休閒服務行銷、農產價格理論（一）、農村旅遊永續發展經營學、農業政策經濟分析（一）。

選修課程：

總體經濟理論（一）、遊憩與公園遊客管理、空間生態學、育林學特論、高等森林測計學、林業政策及法規研究法、環境規劃與管理、水土保持植物特論、土壤學特論、消費者行為理論、行銷管理（二）、電子商務網站建置、電子商務管理與應用、生態農業、永續農學、農產運銷與政策、糧食經濟：亞洲與全球之趨勢、公共經濟學、國際經濟學（二）、數學規劃、益本分析、氣候變遷經濟分析、新產品的開發與行銷、論文寫作、資訊經濟學、現代育林問題、數量森林經營學、生態氣候學與復育生態學特論、植物生態分析方法、坡地資源調查特論、行銷規劃與策略、行銷研究（二）、服務業行銷、農產網路行銷、農產物流、森林遊樂文獻研讀、電腦輔助坡地規劃、農產貿易理論、能源經濟學、農業科技行銷、國際農業海外實習、農經與行銷講座。

## 主要研究領域

- ◆**農業資源與利用**：從事農業生產或農業經濟活動中可以利用的各種資源，包括農業自然資源和農業社會資源。農業自然資源主要指自然界存在的，可為農業生產服務的物質、能量和環境條件的總稱。它包括水資源、土地資源、氣候資源和物種資源等等。
- ◆**農業生產與行銷**：從事農業生產、農場經營、農企業管理、推廣及行銷農產品國內外市場的研究。
- ◆**農業發展與政策**：從事農業資源管理、農民輔導、農產運銷與價格及農業發展與政策、措施研究。

## 未來發展

延續本校農業經濟與農產運銷的優良傳承與特色，本學程藉由本校跨領域學術研究與教學，訓練並培育農業經濟與行銷人才，以因應世界農業在市場供需、品質安全、產銷環境與社會文化的新趨勢與發展。



▲研究生出席臺灣農村經濟學會研討會  
Postgraduate students attend a seminar of rural economics society of Taiwan



▲與演講者劉哲良博士合影  
Taking pictures with the speaker Dr. Liu Zheliang



▲聖誕聯歡活動  
Christmas Celebration



▲課堂企業參訪—新社那蘭朵咖啡  
Enterprise visit-Xinshe Narando coffee

## Mission

To train talented personnel with application expertise include marketing, innovation and international outlook of agriculture.

## Curriculum

The curriculum of program is divided into professional, core curriculum and elective courses, teaching institution containing Applied Economics, Department of Soil and Water Conservation, Department of Marketing, Technology Management Institute, International Master Program of Agriculture, Department of Forestry...etc.

Foundation Courses :

Microeconomic (I), Econometrics (II), Thesis

Core Courses :

Theory of Agricultural Marketing, Agribusiness Management, Leisure Services Marketing, Agricultural Price Theory (I), Management on Sustainable Development of Rural Tourism, Economic Analysis for Agricultural Policy(I)

Elective courses :

Macroeconomic (I), Visitor Management in Parks and Recreation, Spatial Ecology, Special Topics in Silviculture, Advanced Forest Measurement, Research Methods in Forest Policy and Law · Environmental Planning and Management, Special Study on Plants for Soil and Water Conservation, Special Topics in Soil Science, Consumer Behavior Theory, Marketing Management(II), Electronic Commerce Website Development, E-Commerce Management and Applications, Ecological Agriculture, Sustainable Agriculture, Agricultural Marketing and Policy, The Food Economy : Asian and Global Trends, Public Economics · International Economics ( II ) , Mathematic Programming, Cost-Benefit Analysis, The Economic Analysis on Climate Change, Scientific Writing, Economics of Information, Issues in Contemporary Silviculture, Quantitative Approaches to Forest Management, Special Topics in Ecoclimatology and Restoration Ecology,

Method of Plant Ecology Analysis, Special Topics in Slopeland Resources Investigation, Marketing Planning & Strategy, Marketing Research(II), Services Marketing, Agricultural Products Internet Marketing, Agricultural Logistics, Review of Literature in Forest Recreation, Computer-Aided Slopeland Planning, International Trade and Its Application in Agriculture, Energy Economics, Marketing of Products and Application of Agricultural, Apprentice Study of International Agriculture, Seminars in Agricultural Economics and Marketing

## Core Research Topics

- ◆ **Agricultural Resources and Production** : A variety of resources to be used in agricultural production or agricultural economic activities , Including agricultural natural resources and agricultural social resources. Agricultural natural resources mainly refers to the nature of existence , which is the service of agricultural production material, energy and environmental conditions. It includes water resources , land resources , climate resources and species resources and so on .
- ◆ **Agricultural Development and Policy** : Engaged in agricultural production , farm management and agricultural enterprise management , promotion and marketing of agricultural products in domestic and foreign markets.
- ◆ **Agricultural Marketing and Internationalization**: Engaged in the management of agricultural resources , farmers and farm prices and marketing guidance , agricultural development and policy measures , research.

## Future Development

Following the prestigious inheritance and characteristics of agricultural economics and agricultural marketing at NCHU, this program is designed to train and incubate talented personnel with expertise in agricultural economics and marketing capability so as to meet the future trends and development in market demand & supply, quality safety, production and marketing environments, and societal culture of world agriculture.