

臺北市立大學

學生出國研修心得報告

獲補助年度：113 年

研修領域：行銷

系所、年級：行銷所 碩三

學生姓名：顏貝家

研修國家：美國

研修學校(中英文)：Georgia College & State University
喬治亞學院與州立大學

研修時間：中華民國 113 年 8 月 13 日至 114 年 5 月 9 日

國外研修成績：2.75

短片時間及標題：Rebecca in the U.S. 04:18

中華民國 114 年 5 月 21 日

*(非亞洲地區交換同學請以英文撰寫報告)

目 錄

(請以標楷體 14 號，行高 1.5 繕打，並標示頁碼)

壹、緣起	1
貳、研修學校簡介	1
參、國外研修之課程學習(課內)	2
肆、國外研修之生活學習(課外)	2
伍、研修之具體效益(請條列式列舉)	3
陸、感想與建議(含 3 分鐘短片連結)	4

壹、緣起

行前準備(100 字)

At the end of March, I received the school' s “big package” with all exchange program documents, including the crucial DS-2019 for my U.S. visa. I immediately reviewed everything, requested a digital copy for quick translation, and began preparations early to avoid peak-season delays. My priorities were:

Visa - paid the SEVIS fee, took a new U.S. visa photo, completed the DS-160 form (save often to avoid system timeouts), paid via post office for faster processing, and booked an early interview.

Vaccinations - checked my records, got missing shots, and obtained official certificates.

School access - logged into the school portal and email early to get familiar with the system.

Housing - applied immediately for my preferred dorm option.

For the interview, I brought all required documents (passport, DS-2019, DS-160 confirmation, payment receipt, visa photo) and avoided bringing laptops. My interview lasted under two minutes, covering only basic questions about my program and school. Two days later, I received my approved visa.

The key takeaway: start early, stay organized, and follow instructions closely—early preparation makes the process far smoother and less stressful.

貳、研修學校簡介

學校介紹(100 字)

Georgia College & State University (GCSU) is located in Milledgeville, Georgia. It is known for its liberal arts education and small class sizes. The campus is beautiful and safe, with a mix of historic buildings and modern facilities.

GCSU offers a wide variety of courses and encourages student engagement through clubs, events, and academic support services. The professors are friendly and professional, and international students receive strong support from the International Education Center. GCSU promotes leadership, community service, and critical thinking, which creates a welcoming learning environment. I appreciated the peaceful atmosphere and the chance to meet local and global peers.

參、國外研修之課程學習(課內)

修課課程內容 (100 字)

During my exchange, I took marketing-related courses such as Principles of Marketing, Fashion Marketing, Social Media Marketing, LGBTQ+ Marketing, etc. Each class combined theory with practical application through group discussions, real-world case studies, and presentations. I worked closely with American classmates, which helped me improve my English communication and collaboration skills. Professors encouraged participation and critical thinking. I enjoyed how assignments focused on current trends and digital strategies. These courses deepened my understanding of how marketing works in the U.S. and improved my analytical and problem-solving abilities. The experience was academically challenging but helped me grow both personally and professionally.

肆、國外研修之生活學習(課外)

交換學校住宿、當地／該校學生活動、費用 (保險費／生活費／特殊支出)、或是在當地遇到的特殊經歷(200 字)

On campus, there are so many things to do. The International Club at GCSU is very active, holding bi-weekly meetings. It's a great opportunity to meet new friends. They also organize many activities and events with cultural or international themes. Besides that, there are plenty of different clubs to join. For instance, I joined the women's frisbee club and had a lot of fun with the girls through this sport. Additionally, the campus hosts events almost every week—try to participate in as many as you can; it's the

best way to experience American culture. Be bold and open to new experiences.

As for expenses, I spent a lot of money on traveling. This is my fourth time in the U.S. Before this exchange program, I had already been to 14 states, so traveling around was not a big problem for me. I enjoy traveling alone and meeting new friends in different cities. During this year, I visited San Francisco, New York, Chicago, Miami, and some smaller cities. Fall break, Christmas, and Spring break are great times for traveling. If you have a limited budget, you can visit Florida, which is also a great place to go and close to Georgia, so the tickets will be cheaper.

伍、 研修之具體效益

(請條列式列舉 150 字)

- Enhanced English speaking, listening, and academic writing skills
- Gained insight into American education and classroom culture
- Learned how to work with diverse teams or people in a global environment
- Strengthened critical thinking and problem-solving abilities through engagement with American classmates
- Improved public speaking and presentation skills
- Expanded knowledge of marketing strategies used in the U.S.
- Experienced full cultural immersion and independence
- Built meaningful friendships with international and American students
- Participated in community service and local volunteer work
- Learned to manage a personal budget and daily responsibilities
- Shared Taiwanese culture with others during school events
- Adapted to new environments and became more confident

- Experienced American holidays like Thanksgiving and Halloween
- Attended student leadership workshops and networking events
- Gained valuable experiences for future international career paths
- Developed a deeper understanding of myself and clarified my personal and career goals

陸、感想與建議(含 3 分鐘短片連結)

心得經驗分享以及給未來參加交換計畫同學建議(350 字)

My exchange year at Georgia College & State University was one of the most meaningful and transformative experiences of my life. It allowed me to explore new cultures, strengthen my English skills, and grow both academically and personally. I had the opportunity to take marketing classes that matched my major and gave me chances to apply real-world knowledge. The professors were not only professional and passionate, but also very supportive. They encouraged class discussions, welcomed questions, and gave helpful feedback that made me more confident when presenting or sharing my ideas in English.

Living on campus helped me become more independent. I had to manage my own time, solve problems by myself, and adapt to a completely different environment. Through this experience, I learned how important it is to have a clear sense of direction. In the U.S., I realized that knowing what you truly want is key to moving forward. Many students here are not only hardworking but also incredibly talented in other areas—they develop diverse interests and skills beyond academics. This inspired me to keep pursuing the things I love, even while studying abroad.

I continued practicing aerial hoop and floral design during my exchange year. These two hobbies are not only important to me personally, but they also helped me connect with others who share similar passions. Through these activities, I made meaningful friendships with people from different

backgrounds, and those connections enriched my life both emotionally and socially. Having something I loved outside of school gave me balance, motivation, and a strong sense of identity while living in a foreign country.

One of my proudest accomplishments during this year was getting a job offer in the U.S. I went through more than 30 interviews. Thanks to what I learned in class and the personal growth I experienced through this exchange, I finally received an offer from the company I wanted the most. I'm incredibly proud of myself for achieving this goal.

To future exchange students: Be brave, stay open-minded, and don't be afraid to try new things. Focus on discovering what you truly enjoy and who you want to become. Say yes to opportunities, speak up in class, and build genuine relationships. This journey is not just about studying abroad—it's about becoming the best version of yourself through every challenge and experience.

Video: Rebecca in the U.S.

(<https://drive.google.com/file/d/1UiHSgNB02vpV4B6F0pkhhdeLnB2FVicP/view?usp=sharing>)

具代表性出國交換照片說明(4張)



圖 1 說明(20 字)

There' s an international festival in the fall semester where international students are encouraged to wear their traditional costumes and show their culture.



圖 2 說明(20 字)

The International Club always hosts fun events for students and even plans trips for international students to explore different cities in Georgia.



圖 3 說明(20 字)

The school also holds several market events each semester, and students can apply to be vendors for free to sell anything! I always sign up to sell my bouquets, and it's really fun!



圖 4 說明(20 字)

Christmas is the most important holiday in the U.S., and there are so many amazing events during December—stay tuned!

*格式依需求可自行調整