

# 2017

## Undergraduate Education Plan for Specialty in Advertising (2017)

Major	Advertising	Major Disciplines	Journalism and Communication
Duration	4 Years	Degree Granted	Bachelor of Arts
Disciplinary	Journalism and Communication	Economics Duration	1 year

### Graduation Credit Criteria

Course Nature \ Course Classification	Public Basic Courses	Specialized Courses	Personalized Course	Practice Courses	Extracurricular Credits	Total Credits
Required Courses	29	55.5	\	31.5	\	170
Elective Courses	9	29	6	\	10	

### Educational Objectives and Graduation Requirements

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#### Educational Objectives

The objective of the course is to cultivate advanced professional advertising talents, who have widely cultural and scientific knowledge, theories and skills of advertising. Graduates will be able

to engage in advertising operation and management, advertising strategy and planning, advertising creation design, marketing planning and market research and analysis in advertising agencies, news media sectors, market investigation and information consulting industries, etc.

1. The physical and mental health, having good professional spirit, the sense of social responsibility and occupation moral, pay attention to the contemporary global and social issues, with the quality consciousness, environmental awareness and safety awareness.
2. With the science knowledge needed to engaged in advertising design and technical service work, and using them to solve problems.
3. Have the capacity of planning, design, production, distributing advertising.
4. Proficient in advertising production tools and software and hardware technology.
5. With good oral and written expression and communication skills, team consciousness and spirit, the ability of lifelong study

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1. Master the mathematics, natural science and management knowledge.
2. Master the basic theoretical knowledge of advertising, understand the development process of advertising and the theory of advertising.

3. Familiar with the advertising policies and regulations, know how to legally work in advertising, understand the current situation and development trend of global advertising business.
4. Master the theory of advertising operation and management, familiar with the operation of advertising, proficient in marketing, journalism and communication, have the basic ability of operation and management of advertising companies.
5. Master the basic theory of audience analysis, and can analyze audience.
6. Understanding the characteristics of advertising, advertising proxy company's operating mode, advertising production and basic principles
7. Master the general steps and principles of advertising planning, can finish an excellent advertisement plan using marketing knowledge independently
8. Having the basic knowledge and skills of public relations, familiar with media buying and scheduling, the basic requirements of qualified for media buying positions.
9. Understanding the development trends and frontier of advertising, the latest tools of advertising, and the developing direction of the subject.
10. Having the good thought quality, physical quality, psychological quality, culture, morality and social responsibility and other humanistic literacy.
11. Understanding the global issues and the social issues, considering the economic, legal, environmental, safety and ethical constraints in advertising design.
12. Having the ability of logical and dialectical thinking, with scientific thinking method of critical consciousness and pragmatic, innovative consciousness, the method of innovation.
13. Master the method of tracking and accessing information with ICT, skilled in document retrieval.
14. Good oral and written skills of expression and communication, master a foreign language for communication, have a good sense of team spirit and cooperation.
15. Having the desire and ability for lifelong learning, the ability to adapt to the continuous development of information technology.

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## Core Courses and Characteristic Courses

### Core Courses

Theory and practice of Journalism; Introduction to Communication; Introduction to Advertising; Introduction to New Media; AD Planning and Creation; Visual Strategy and Design

### Characteristic Courses

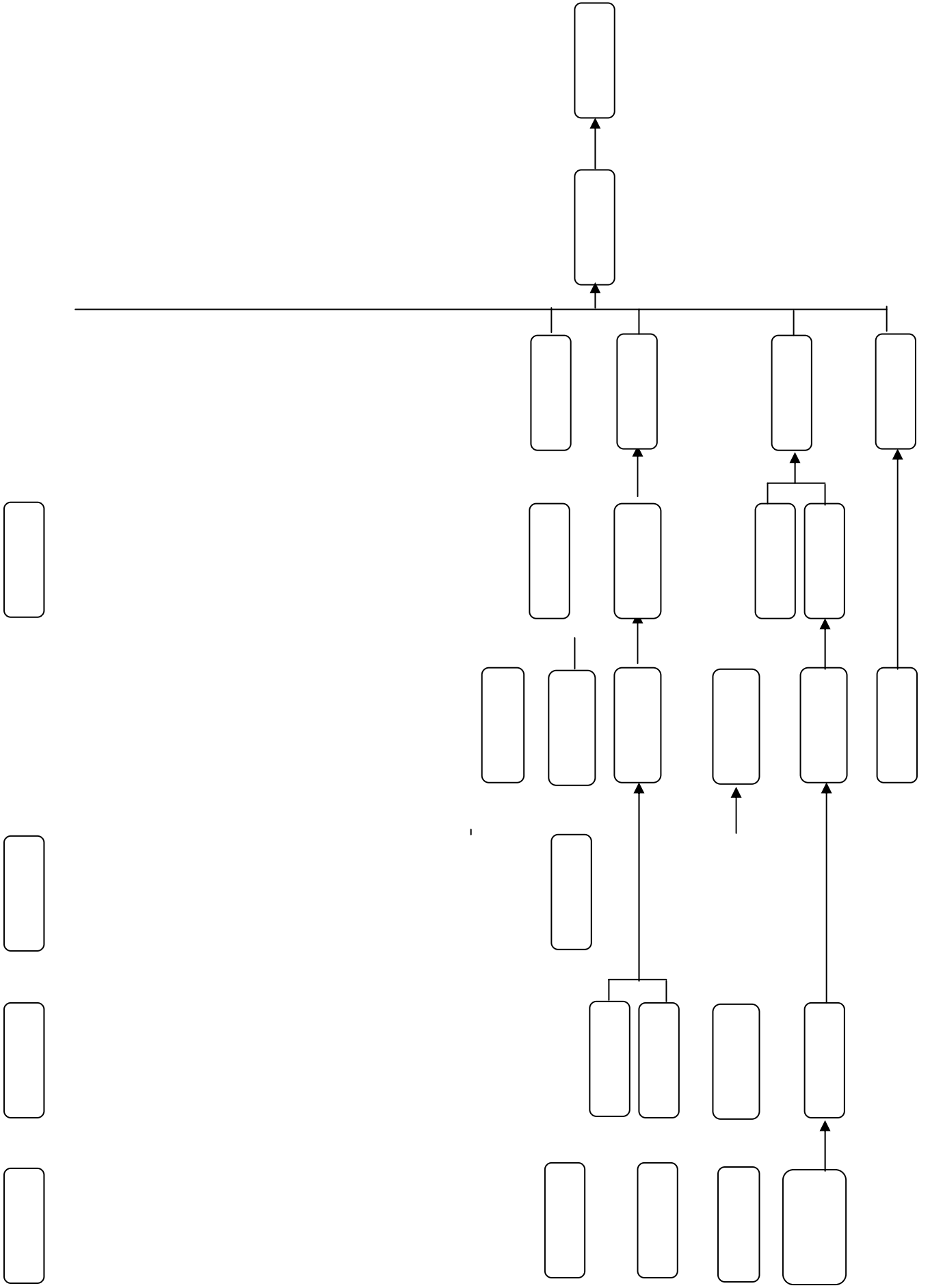
AD Design and Manufacture of Audio-visual; Market Research; Public Relations for Media; AD Network; Audience Analysis; AD Writing; AD Psychology

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**Teaching Process Map**



### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Required Courses									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	1	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1



Course Number	Course Title	Cr�	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses			2						
Economy and Management Courses			Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.						
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
4020236130	Introduction to Specialty	1	16					1	
4020324140	B Introduction to Journalism	3.5	56					1	
4020465130	Introduction to Publishing Studies	3	48					2	
4020189120	A Introduction to Advertising	3	48					2	
4020343170	A Introduction to Communication	3	48					2	
4020175120	Fundamental Course of Writing	3	48					1	
4020139110	B Chinese Culture Outline	3	48					1	
4020344170	Media Criticism	3	48					2	
4020241130	Introduction to New Medi	3	48					3	
4020038110	AD Writing	3	48					3	
4020394170	Advertising Digital Graphics Technology	3	48		40			3	Python
4020395170	B AD Arts Foundation	3	48					4	

Course Number	Course Title	Crs	Including				
			Tot hrs.	Exp.	Ope- ration	Prac- tice	Extra- cur

				Including					Suggested Term	Prerequisite Course
				hrs.	Exp.	Operation	Practice	Extra-cur		
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						16			5	
						16			5	
						24			5	
	User Interface Design									
4020403170	Materials and Technology of New Energy	3	48		24				6	
4020404170	C Animation Design and Production	3	48		32				6	
4020405170	Audience Analysis	2	32						6	
Subtotal		41	656	24	72	40	0			
29										
NOTE Minimum subtotal credits:29.										
Personalized Elective Courses										
4020400170	News Reporting and Writing	2	32						4	
4020407170	News Media Operation	2	32						5	

### Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110	Military Training	1.5	3	1
4020411170	Training on Mechanical Manufacturing Engineering	18	18	7
4020412170	Innovation and Entrepreneurship Practice	1	1	7
4020225120	Practice of Electrical Engineering & Electronics B	11	17	8
Subtotal		31.5	39	

### Recommendations on Course Studies

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1. We recommend the students may select more than 170 credits.
2. Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.
3. The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.