





分类	课程代码	课程名称	学分	各学期周学时								暑期短学期			总学时			备注
				1	2	3	4	5	6	7	8	1	2	3	讲课	实验	合计	
	ADVE0031131033	广告创意 Advertising Creating	2					2								36	36	
	ADVE0031131036	广告策划 Advertising Procedure	2					2								36	36	
	ADVE0031132028	CI设计 Ci Design	2					2								36	36	
	COMM0031131019	广告文案写作 Advertising Copy Writing	2					2								36	36	
	ADVE0031131034	广告心理学 Psychology of Advertisement	2					2								36	36	
	ADVE0031131035	广告市场调查 Advertising Research	2					2								36	36	
	COMM0031131027	公共关系学 Public Relationship	2					2								36	36	
	COMM0031131901	学年论文 Term Paper	3					6								10	10	8
	JOUR0031132029	消费者行为学 Consumer Behavior	2					2								36	36	
	COMM0031131902	专业实习 Internship	8						16							28	28	8
	ARTE0031131900	毕业论文 Thesis	6							12						21	21	6
	<b>学分要求</b>		51													61	12	2
专业任意选修	ADVE0031131015	广告法规与职业道德 Advertising Rule and Professional Misconduct	2													36	36	
	ADVE0031132005	演播室制作技术 Studio Production Technology	2													36	36	
	ADVE0031132018	国际影视广告作品赏析 Appreciation of International Film and TV Advertising Works	2													36	36	
	ADVE0031132026	美术基础 Basics of Art	2													36	36	
	ARTE0031132081	动画设计制作 Animation Design and Production	2													36	36	
	ARTE0031132085	视频广告制作技术 Video Ads Production Technology	2													36	36	
	ARTE0031132126	电影美学与经典好莱坞 Film Esthetics and Classic Hollywood Movies	2													36	36	
	ARTE0031132132	中国新生代电影 Chinese New Age Films	2													36	36	
	ARTE0031132133	全球传播前沿讲座 Global Communication	2													36	36	
	ARTH0031132006	Global Media and Global Issues: Listening and Speaking Practice Global Media and Global Issues: Listening and Speaking Practice	2													36	36	
	COMM0031131031	文化产业导论 Introduction of The Cultural Industries	2													36	36	
	COMM0031132002	电脑排版技术 Computer Typesetting Technology	2													36	36	
	COMM0031132007	戏曲名著与戏曲影视 Chinese Classic Dramas and The Visual Adaptation	2													36	36	
	COMM0031132011	数字出版导论 An Introduction to Digital Publishing	2													36	36	
	COMM0031132012	传媒文化研究 Introduction to Media Cultural Studies	2													36	36	
	COMM0031132032	媒介社会学 Sociology of Mediation	2													36	36	
	COMM0031132033	媒体与文化 Media Cultural Study	2													36	36	

