Courses for International Undergraduates of Advertising in Department of Advertising (2018)

I. Syllabus

Category		Course Code	Course Title	Credit	Hours Per Week in Each Semester								Summer School			Total Hours			Remarks
					1	2	3	4	5	6	7	8	1	2	3	Lecture	Experiment	Total	
General Education Curriculum	Compulsory Courses	GECI0031111005	College Chinese I	8	8											144		144	
		GECI0031121003	Contemporary Chinese Society I	2	2											36		36	
		GECI0031111003	Advanced Chinese Writing Skills	4		4										72		72	
		GECI0031111004	College Chinese II	4		4										72		72	
		GECI0031121002	Contemporary Chinese Society II	2		2										36		36	
		COMC0031111009	Computer Technology and Foundation	2			2									36		36	
		COMC0031111011	Computer Technology and Application	2				4								72		72	
		Credits Required		24	10	10	2	2										468	
	Elective Courses I	GECI0031112000	Chinese Calligraphy	1		1										18		18	
		GECI0031112800	Study and Survey on Chinese Society and Culture	1		2											36	36	
		Credits for Elective Courses		1													36	54	

	Elective Courses II	Liberal Arts	Humane Science Courses																
			Social Science Courses																
			Art and Physical Education Courses																
			Credits Required	4															
		Science	Natural Science Courses																
			Information Science Courses																
			Credits Required	2															
		Credits for Elective Courses		6															
	Credits Required			31	10	10	2	2								36	522	26.27%	
学科大类平台课程 Common Courses	大类必修 Compulsory Courses		JOUR0031131034	Introduction to communication studies	2	2										36		36	
			LAWS0031131043	Introduction to Jurisprudence I	3	3										54		54	
			POLI0031121003	Introduction to Politics	3		3									54		54	
			SOCI0031131040	Introduction to Sociology	3		3									54		54	
			Credit Required		11	5	6											198	
	大类选修 Elective Courses		POLI0031132064	Government Public Relations	2											36		36	
			SOCI0031122000	Social Work and Beautiful Life	2											36		36	
			SOCI0031122001	The Practice of Social Research	2											36		36	
			Credits for Elective Courses		2													108	
	Credits Required				13	5	6											306	11.02%
Foundation Courses	Foundation Courses		ARTE0031121000	Introduction to Art	2	2										36		36	
			ARTE00311220	Introduction	2	2										36		36	

		00	to Journalism																
		COMM0031121008	Foreign humanistic classics	2	2											36		36	
		COMM0031121000	General Western Literature	2		2										36		36	
		COMM0031121001	Fundamentals of Chinese culture	2		2										36		36	
		COMM0031121009	Chinese Humanistic Classics (II)	2			2									36		36	
		JOUR0031121001	New Media Technology Basis II	2			2									36		36	
		JOUR0031121000	New Media Technology Basis II	2				2								36		36	
		Credits Required		16	6	4	4	2										288	
	Credits Required			16	6	4	4	2										288	13.56 %
Specialty Courses	Compulsory Courses	ADVE0031131008	Conspectus of Market	2			2									36		36	
		ADVE0031131030	Advertising Classical Theory and Selected Readings of Advertising Works	2			2									36		36	
		ADVE0031131039	Printing Advertising Design	3			3									54		54	
		ADVE0031131040	An Introduction to Advertising	2			2									36		36	
		ADVE0031131018	Audio- - Visual Language and	4				4								72		72	

			Advertising Production															
		ADVE0031131037	4A （The American Association of Advertising Agenciesand） and advertising theory front（letcure）	2			2							36		36	
		ADVE0031132020	Advertising Photography	2			2							36		36	
		COMM0031131003	Advertising History of China and Foreign Countries	2			2							36		36	
		ADVE0031131033	Advertising Creating	2				2						36		36	
		ADVE0031131036	Advertising Procedure	2				2						36		36	
		ADVE0031132028	Ci Design	2				2						36		36	
		COMM0031131019	Advertising Copy Writing	2				2						36		36	
		ADVE0031131034	Psychology of Advertisement	2					2					36		36	
		ADVE0031131035	Advertising Research	2					2					36		36	
		COMM0031131027	Public relation	2					2					36		36	
		COMM0031131901	Term Paper	3					6						108	108	
		JOUR0031132029	Consumer Behavior	2					2					36		36	
		COMM0031131902	Internship	8						16					288	288	

		ARTE0031131900	Thesis	6							12					216	216	
		Credits Required		52			9	10	8	11	8	6				612	1242	
	Elective Courses	ADVE0031131015	Teaching Information of Advertising rule and professional	2											36		36	
		ARTE0031132071	Genius Director Study	2											36		36	
		ARTE0031132081	Animation Design and Production	2											36		36	
		ARTE0031132126	Film Esthetics and Classic Hollywood Movies	2											36		36	
		ARTE0031132132	Chinese New Age Films	2											36		36	
		ARTE0031132133	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	Introduction of The Cultural Industries	2											36		36	
		COMM0031132002	Computer Typesetting Technology	2											36		36	
		COMM0031132011	An Introduction to Digital Publishing	2											36		36	
		COMM0031132033	Media Cultural Study	2											36		36	
		COMM0031132034	New Media Literacy	2											36		36	
		JOUR0031132002	Public Opinion Research	2											36		36	
		JOUR0031132023	Corporate Communication	2											36		36	
		JOUR0031132033	Video post--production	2											36		36	
		JOUR0031132060	Data Journalism Data Journalism	2											36		36	
		JOUR0031132062	New Media and Society	2											36		36	
		JOUR0031132064	Reality TV Studies	2											36		36	
		JOUR0031132070	Study on Ideology Critique	2											36		36	
		Credits for Elective Courses		6													684	
	Credits Required			58												612	1926	49.15%
Total				118	21	20	64	0	0	0	0	21	20	6	2394	648	3042	

Remarks		