

Program for Undergraduates of Advertising(2018)

I. Syllabus

Category	Course Code	Course Title	Credit	Hours Per Semester												Total Hours			Remarks
				1				2				3				Lecture	Experiment	Total	
				1	2	3	4	5	6	7	8	1	2	3					
General Education Curriculum	Compulsory Courses		English Courses	10															
			Computer Courses	5															
			Ideological and Political Courses	16															
			Physical Education Courses	4															
			Mathematics and Statistics Courses	2															
			Excellent Courses	2															
			Military Theory	2															
			Credit Requirements	41															
	Elective Courses		Freshman Seminar																
			Innovation and Entrepreneurship Courses																
			Human Science Courses																
			Social Science Courses																
			Art and Physical Education Courses																
			Teachers' Quality																
	Science		Natural Science Programs																
			Information Science Programs																
			Credits for Selective Courses	4															
			Credits Required	8															
	Credits Required			49														33.11%	
	Common Courses	Compulsory Courses	JOUR00311310	Introduction to communication studies	2	2									36			36	
LAWS00311310			Introduction to	3	3									54			54		

Category	Course Code	Course Title	Credit	Hours Per Semester								Per School			Total Hours			Remarks
				Week in								Each			Lecture	Experiment	Total	
				1	2	3	4	5	6	7	8	1	2	3				
		Jurisprudence I																
	POLI0031121003	Introduction to Politics	3	3										54		54		
	SOCI0031131040	Introduction to Sociology	3	3										54		54		
	Credits Required			11	5	6											198	
	Selective 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	8.78%
	Foundation Courses	ARTE0031121000	Introduction to Art	2	2										36		36	
ARTE0031122000		Introduction to Journalism	2	2										36		36		
COMM0031121008		Foreign humanistic classics	2	2										36		36		
COMM0031121010		Chinese Humanistic Classics (I)	2	2										36		36		
COMM0031121000		General Western Literature	2	2										36		36		
COMM0031121001		Fundamentals of Chinese culture	2	2										36		36		

Category	Course Code	Course Title	Credit	Hours in Each Semester								Per School			Total Hours			Remarks
				1		2		3		4		5		Lecture	Experiment	Total		
				1	2	3	4	5	6	7	8	1	2				3	
	COMM0031121009	Chinese Humanistic Classics (II)	2			2								36		36		
	JOUR0031121001	新媒体技术基础（上） New Media Technology Basis II	2			2								36		36		
	ARTE0031122001	Introduction to Mass Culture	2			2								36		36		
	JOUR0031121000	新媒体技术基础（下） New Media Technology Basis II	2			2								36		36		
	Credits Required			20	8	4	4	4									360	
Credits Required			20	8	4	4	4										360	13.51%
Specialized 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	
		ADVE00311310	Audio-	-4			4								72		72	

Category	Course Code	Course Title	Credit	Hours in Each Semester								Per Summer School			Total Hours			Remarks
				Week 1		Week 2		Week 3		Week 4		1	2	3	Lecture	Experiment	Total	
				1	2	3	4	5	6	7	8							
	18	Visual Language and Advertising Production																
	ADVE0031131037	4A (The American Association of Advertising Agencies and) 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 Advertiseme nt	2				2							36		36		
	ADVE0031131035	Advertising Research	2				2							36		36		

Category	Course Code	Course Title	Credit	Hours Per Semester								Per Summer School			Total Hours			Remarks
				Week in Semester								Each School			Lecture	Experiment	Total	
				1	2	3	4	5	6	7	8	1	2	3				
	COMM0031131027	Public relation	2						2						36		36	
	COMM0031131901	Term Paper	3						6							108	108	
	JOUR0031132029	Consumer Behavior	2						2						36		36	
	COMM0031131902	Internship	8							1						288	288	
	ARTE0031131900	Thesis	6							1						216	216	
	Credits Required		52		9		1	0	1	8	1		8	6		612	124	2
Selective Courses	ADVE0031131015	Teaching Information of Advertising rule and professional	2												36		36	
	ADVE0031132005	Studio Production Technology	2												36		36	
	ADVE0031132018	Appreciation of International Film and TV Advertising Works	2												36		36	
	ADVE0031132026	Basics of Art	2												36		36	
	ARTE0031132071	Genius Director Study	2												36		36	
	ARTE0031132081	Animation Design and Production	2												36		36	
	ARTE00311321	Film	2												36		36	

Category	Course Code	Course Title	Credit	Hours								Per Summ			Total Hours	Remarks
				Week in Semester								Each School				
				1	2	3	4	5	6	7	8	1	2	3		
	26	Esthetics and Classic Hollywood Movies														
	ARTE0031132132	Chinese New Age Films	2										36		36	
	ARTE0031132133	Global Communication	2										36		36	
	ARTH0031132006	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	
	COMM0031132007	Chinese Classic Dramas and The Visual Adaptation	2										36		36	
	COMM0031132011	An Introduction to Digital Publishing	2										36		36	

Category	Course Code	Course Title	Credit	Hours Per Semester								Total Hours			Remarks		
				Week in Each								Lecture	Experiment	Total			
				1	2	3	4	5	6	7	8						
	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		
	JOUR0031132072	New Media Literacy	2										36		36		
	选修学分 Credits for Selective Courses		14													864	
	Credits Required		66			9	1	0	8	1	8	6		612	210	44.59	
Total			148	1	1	1	1	1	1	1	1	1	2160	612	277		
Remarks																	