# Teaching Program for Advertising (Advertising Planning & Operation Management)

# (2014)

**1. Training Goal:** The students of this specialty are expected to be developed in mastering the basic theory and knowledge of advertising, marketing communication and modern management, and becoming compound and applied special talents with strong abilities of advertising planning & making, advertising operation & management, or media operation & industry management. The graduates of advertising should be able to be engaged in advertising planning and operation management in all sorts of comprehensive advertising companies, new media advertising departments, advertising management departments of enterprises and institutions, or in the industries of communication consultation and marketing consultation. 3 to 5 years after graduation, 30% of them should be self-employed and more than 30% of them should be able take middle management positions in the enterprises.

**2. School Year**: 4 years full-time

**3. Degree Awarded:** Bachelor of Arts

**4. Credit Requirements:** The students should obtain 155 credits (off-class credits not included), including liberal compulsory courses for 50 credits, liberal optional courses for 9 credits, the foundational courses for 43 credits, compulsory courses for 32 credits, optional courses for 9 credits and synthetically applied courses for 12 credits. In the meantime, students should obtain 10 credits from off-class programs, and take the course "Health Education for Undergraduates".

**5. Requirements for Students from Hong Kong, Macao and Taiwan**

According to the Education Department of Guangdong Province, the students from Hong Kong, Macao and Taiwan need not take courses from the sections of "Education of National Defense" and "Theory of Ideology and Politics". The students should strictly follow the teaching program, taking courses of the other sections.

**6. Requirements for Overseas Students**

According to Ministry of Education an Education Department of Guangdong Province, oversea students need not take courses from the section "Education of National Defense". Oversea students of economic disciplines should take courses of political theory, while the students of other disciplines could apply to be excused from it. The oversea students who receive education with record of formal schooling should take courses "Chinese" and "A Survey of China". Other courses should be taken strictly according to the teaching program.

**7. Schedule of major teaching plan**

**Table 1: The Reference Table of Advertising (Advertising Planning & Operation Management)**

| Course Type | Course Nature | Due Credit | Due Credits for Each Term | | | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Public Courses | compulsory | 50 | 13.5 | 12 | 4 | 9 | 5 | 6.5 | 0 | 0 | 50 |
| | Limit | 9 | 0 | 1 | 1 | 2 | 2 | 2 | 1 | 0 | 9 |
| Discipline-Based Courses | compulsory | 43 | 9 | 9 | 18 | 7 | 0 | 0 | 0 | 0 | 43 |
| Specialized Courses | compulsory | 32 | 1 | 0 | 0 | 4 | 12 | 11 | 4 | 0 | 32 |
| | Limit | 9 | 0 | 0 | 0 | 0 | 3 | 3 | 3 | 0 | 9 |
| Comprehensive Application Courses | compulsory | 12 | 0 | 1 | 0 | 0 | 0 | 2 | 5 | 4 | 12 |
| Total | | 155 | 23.5 | 23 | 23 | 22 | 22 | 24.5 | 13 | 4 | 155 |

**Table 2: The Teaching Program Schedule of Advertising (Advertising Planning & Operation Management)**

| Course Category | Course Nature | Course Type | Course Identifier | Course Name | Credit | Weeks for Studying | Total Credit | Allocation of Hours | | | Allocation of Each Term by Weeks | | | | | | | | Way of Assessment |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | Lecturing | Experiment | Practice | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| | | | | | | | | | | | 15 | 16 | 16 | 16 | 16 | 16 | 16 | 15 | |
| Public Courses ★ | Compulsory | EOND | 140471 | Military Theory (+Military Training） | 1.0 | 15 | 15 | 15 | 0 | 0 | 1 | | | | | | | | ☆ |
| ☆ | | TOIAP | 140193 | Principles of Marxist Theories | 3.0 | 15 | 45 | 30 | 0 | 15 | 3 | | | | | | | | ★ |
| | | | 140464 | Ideological & Moral Cultivation and Basic Laws | 4.0 | 16 | 64 | 48 | 0 | 16 | | 4 | | | | | | | ★ |
| | | | 140222 | Outline of Modern History of China | 2.0 | 16 | 32 | 32 | 0 | | | | | 2 | | | | | ★ |

| | | | Code | Course | Credits | | | | | | | | | | Semester | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ★ | | | 140473 | An Introduction to the theoretical system of Mao Zedong thought and socialism with Chinese Characteristics I | 3.0 | 16 | 48 | 32 | 0 | 16 | | | 3 | | | | | | ★ |
| ★ | | | 140483 | An Introduction to the theoretical system of Mao Zedong thought and socialism with Chinese Characteristics II | 3.0 | 16 | 48 | 32 | 0 | 16 | | | | 3 | | | | | ★ |
| ☆ | | | 140242 | Situation & Policy | 2.0 | 16 | 16 | 16 | 0 | | | | | | 1 | | | ☆ |
| ★ | | Language and Skills I | 119612 | Basic Computer Application | 2.0 | 15 | 30 | 8 | 22 | 0 | 2 | | | | | | | ★ |
| ★ | | | 121542 | College Chinese | 2.0 | 16 | 32 | 32 | 0 | | | 2 | | | | | | ★ |

| | | | | Code | Course | Credits | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 121552 | Application Writing | 2.0 | 16 | 32 | 32 | 0 | | | | | 2 | | | | | | ★ |
| | | | Language and Skills II | 090834 | College English III a | 4.0 | 15 | 60 | 60 | 0 | 0 | 4 | | | | | | | | | ★ |
| | | | | 090864 | College English II b | 4.0 | 15 | 60 | 60 | 0 | 0 | 4 | | | | | | | | | ★ |
| | | | | 090844 | College English IV a | 4.0 | 16 | 64 | 64 | 0 | 0 | | 4 | | | | | | | | ★ |
| | | | | 090874 | College English III b | 4.0 | 16 | 64 | 64 | 0 | 0 | | 4 | | | | | | | | ★ |
| | | | | 090884 | College English IV b | 4.0 | 16 | 64 | 64 | 0 | 0 | | | 4 | | | | | | | ★ |
| | | | | 180264 | E-C/C-E Translation | 4.0 | 16 | 64 | 64 | 0 | 0 | | | 4 | | | | | | | ★ |
| | | | | 180412 | Academic English | 2.0 | 16 | 32 | 32 | 0 | 0 | | | | 2 | | | | | | ★ |
| | | | Education of Health | 400015 | Career Development and Planning for College Students | 0.5 | 8 | 8 | 8 | 0 | 0 | 1 | | | | | | | | | ☆ |
| | | | | 130452 | Sports Option I | 2.0 | 15 | 30 | 30 | 0 | 0 | 2 | | | | | | | | | ★ |
| | | | | 340031 | Mental Health Education | 1.0 | 15 | 15 | 15 | 0 | 0 | 1 | | | | | | | | | ★ |
| | | | | 130462 | Sports Option II | 2.0 | 14 | 32 | 32 | 0 | 0 | | 2 | | | | | | | | ★ |

| Code | Course | Credits | | | | | | | | | | | | | Mark |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 130472 | Sports Option III | 2.0 | 16 | 32 | 32 | 0 | 0 | | | | | 2 | | | | ★ |
| 130482 | Sports Option IV | 2.0 | 16 | 32 | 32 | 0 | 0 | | | | | | 2 | | | ★ |
| 400025 | Employment Guidance | 0.5 | 8 | 8 | 0 | 0 | 0 | | | | | | 1 | | | ☆ |
| 400002 | Entrepreneurial Basis | 2.0 | 16 | 32 | 32 | 0 | 0 | | | | | | 2 | | | ☆ |
| Sub-Total | | 50 | | 771 | 686 | 22 | 63 | 14 | 12 | 4 | 9 | 5 | 6 | | | |
| 990032 | General Elective Courses (1) | 1.0 | 16 | 16 | 16 | 0 | 0 | | 1 | | | | | | | ☆ |
| 990062 | General Elective Courses (2) | 1.0 | 16 | 16 | 16 | 0 | 0 | | | 1 | | | | | | ☆ |
| 000001 | Humane studies Courses | 2.0 | 16 | 32 | 32 | 0 | 0 | | | | 2 | | | | | ☆ |
| 000002 | Natural Science Courses | 2.0 | 16 | 32 | 32 | 0 | 0 | | | | | 2 | | | | ☆ |
| 000003 | Courses of Methodology | 2.0 | 16 | 32 | 32 | 0 | 0 | | | | | | 2 | | | ☆ |
| 990072 | General Elective Courses (3) | 1.0 | 16 | 16 | 16 | 0 | 0 | | | | | | | 1 | | ☆ |

Note: Rows 990032–990072 are under "Limit" / "Public Courses".

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Sub-total | | 9 | | 144 | 144 | | | 1 | 1 | 1 | 2 | 2 | 2 | |
| Discipline-Based Courses | Compulsory | Discipline-Based Courses | 122363 | Communication Foundations | 3.0 | 8 | 54 | 45 | 0 | 0 | 6 | | | | | | ★ |
| | | | 170492 | An Introduction to Art | 2.0 | 8 | 32 | 30 | 0 | 0 | 4 | | | | | | ★ |
| | | | 171014 | Introduction to Advertising | 4.0 | 8 | 64 | 60 | 0 | 0 | 8 | | | | | | ★ |
| | | | 170473 | Creative Thinking | 3.0 | 8 | 48 | 24 | 24 | 0 | 6 | | | | | | ★ |
| | | | 172953 | Computer-Aided Design I | 3.0 | 8 | 48 | 48 | 0 | 0 | 6 | | | | | | ★ |
| | | | 012013 | Marketing | 3.0 | 8 | 48 | 48 | 0 | 0 | 6 | 2 | | | | | ★ |
| | | | 012072 | Public Relations | 2.0 | 8 | 32 | 32 | 0 | 0 | | 4 | | | | | ★ |
| | | | 171034 | Advertising Psychology | 4.0 | 8 | 64 | 64 | 0 | 0 | | 8 | | | | | ★ |
| | | | 171164 | Basics of Visual Communication Design | 4.0 | 8 | 64 | 40 | 24 | 0 | | 8 | | | | | ★ |
| | | | 171344 | Advertising | 4.0 | 8 | 64 | 64 | 0 | 0 | | 8 | | | | | ★ |

| | | | Code | Course | Credit | | Total | Lecture | | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ★ | | | | Photography | | | | | | | | | | | | | | | | |
| | | | 171054 | Creative Copywriting | 4.0 | 8 | 64 | 64 | 0 | 0 | | | 8 | | | | | | | ★ |
| | | | 171113 | Studies on Advertising Media | 3.0 | 8 | 48 | 48 | 0 | 0 | | | | 6 | | | | | | ★ |
| | | | 171244 | Research on Brands | 4.0 | 8 | 64 | 64 | 0 | 0 | | | | 8 | | | | | | ★ |
| | | Sub-total | | | 43 | | 692 | 644 | 48 | | 18 | 18 | 36 | 14 | | | | | | |
| Specialized Courses | Compulsory | Specialized Courses | 170501 | An Introduction to Specialty | 1.0 | 5 | 15 | 15 | 0 | 0 | 3 | | | | | | | | | ☆ |
| | | | 172793 | Advertisement & Integrated Marketing | 4.0 | 8 | 64 | 64 | 0 | 0 | | | | 8 | | | | | | ☆ |
| ☆ | | | 171334 | Advertising Planning & Creativity | 4.0 | 8 | 64 | 48 | 16 | 0 | 0 | | | | | 8 | | | | ☆ |
| | | | 171153 | Internet Communication | 4.0 | 8 | 48 | 48 | 0 | 0 | | | | | | 8 | | | | ☆ |
| | | | 171103 | Advertising Operation Management | 4.0 | 8 | 48 | 48 | 0 | 0 | | | | | | 8 | | | | ☆ |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ☆ | | | 172973 | Creative Industries Research | 4.0 | 8 | 48 | 48 | 0 | 0 | | | | | | | 8 | | ☆ |
| | | | 171124 | Print Advertising Design | 4.0 | 8 | 64 | 24 | 40 | 0 | | | | | | | 8 | | ☆ |
| | | | 171143 | TV Advertisement Design | 3.0 | 8 | 48 | 36 | 18 | 0 | | | | | | | 6 | | ☆ |
| ☆ | | | 172964 | Market Research & Application of Statistics | 4.0 | 8 | 64 | 48 | 16 | 0 | | | | | | | | 8 | ☆ |
| | | | | Sub-total | 32 | | 511 | 421 | 90 | | 3 | | | | 8 | 24 | 22 | 8 | | |
| ☆ | Limits | Elective Course | 171183 | Advertising Proposal & Speech | 3.0 | 8 | 48 | 48 | 0 | 0 | | | | | | 6 | | | ☆ |
| ☆ | | | 171203 | International Advertising | 3.0 | 8 | 48 | 48 | 0 | 0 | | | | | | 6 | | | ☆ |
| ☆ | | | 171223 | Mobile Media & Advertising | 3.0 | 8 | 48 | 48 | 0 | 0 | | | | | | | 6 | | ☆ |
| | | | 171233 | Network Media & Advertising Management | 3.0 | 8 | 48 | 48 | 0 | 0 | | | | | | | 6 | | ☆ |

| Category | | | Code | Course Name | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ☆ | | | 171193 | Interactive Marketing & Planning | 3.0 | 8 | 48 | 48 | 0 | 0 | | | | | | | | 6 | | ☆ |
| | | | 171213 | Advertising Company Management | 3.0 | 8 | 48 | 48 | 0 | 0 | | | | | | | | 6 | | ☆ |
| | | Sub-total | | | 9 | | 144 | 144 | | | | | | | 6 | 6 | 6 | | | |
| Comprehensive Application Courses ☆ ☆ | Compulsory | Application Courses | 172601 | Social Survey I | 1.0 | 3 | 0 | 0 | 0 | 0 | | 0 | | | | | | | | ☆ |
| | | | 170521 | Term Paper | 1.0 | 0 | 0 | 0 | 0 | 0 | | | | | | | 0 | | | ☆ |
| | | | 172271 | Industry Research | 1.0 | 4 | 0 | 0 | 0 | 0 | | | | | | | 0 | | | ☆ |
| | | | 170324 | Graduation Internship | 4.0 | 10 | 0 | 0 | 0 | 0 | | | | | | | | | 0 | ☆ |
| | | | 170535 | Graduation Thesis | 5.0 | 5 | 0 | 0 | 0 | 0 | | | | | | | | 0 | | ☆ |
| | | Sub-total | | | 12 | | | | | | | | | | | | | | | |

Note:
★:   Examination
☆:   Investigation

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Program Chief:      Li Yuting                                                Vice Dean: Wang Xin
Dean:               Du Zhaoming