

## Teaching Program Curriculum of Advertising (2020-2021)

Serial number	Course code	Course name	Total class hours	Semester class hour	credit	Curriculum system	Course attribute	direction	Direction year	Assessment	School offering the course
1	16061102	Introduction to Art	30	30	2	Specialty Fundamental courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
2	16118804	E-C/C-E Translation	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
3	16123602	Situation and policy	32	32	2	General Course	Compulsory			evaluation	School of Marxism
4	16141202	Foundation of entrepreneurship	32	32	2	General Course	Compulsory			evaluation	School of Entrepreneurship
5	16154803	Introduction to Advertising	45	45	3	Specialty Fundamental courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
6	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
7	16237904	College English II	60	60	4	General Course	Compulsory			examination	School of Foreign Studies
8	18120153	Introduction to Communication	48	48	3	Specialty Fundamental courses	Compulsory			examination	School of Humanities and Communication
9	18120173	Introduction to network and new media	48	48	3	Specialty Fundamental Course	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry

10	18140012	Ideological and Moral Cultivation and Legal Basis	32	32	2	General Course	Compulsory			examination	School of Marxism
11	18140023	Outline of Modern Chinese History	48	48	3	General Course	Compulsory			examination	School of Marxism
12	18140033	Basic Principle of Marxism	48	48	3	General Course	Compulsory			examination	School of Marxism
13	18140042	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics I	32	32	2	General Course	Compulsory			examination	School of Marxism
14	18140062	Comprehensive Practice of Ideology and Politics	32	32	2	General Course	Compulsory			evaluation	School of Marxism
15	18230012	Basics to Modeling and Color	32	32	2	Specialty Fundamental Course	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
16	19140041	Military Theory II	16	16	1	General Course	Compulsory			evaluation	School of Marxism
17	19140051	The Process of Marxism in China and the Mission of Young Students	20	20	1	General Course	Elective			evaluation	School of Marxism
18	19410041	Military theory I	16	16	1	General Course	Compulsory			evaluation	Academic Affairs
19	20000021	Physical Health Education	16	16	1	General Course	Compulsory			evaluation	Physical Education Department
20	20410011	Physical Health	16	16	1	General	Compulsory			evaluation	Academic Affairs

		Education for College Students				Course					
21	16123602	Situation and Policy	32	32	2	General Course	Compulsory			evaluation	School of Marxism
22	16131702	Fundamentals of Basics to Basics to Computer Application	32	32	2	General Course	Compulsory			examination	Information Science School
23	1614150X	Career and Development Planning	8	8	0.5	General Course	Compulsory			evaluation	Student Affairs Department Of The Party Committee, Student Affairs Department, Armed Forces Department, Student Employment Guidance Center (Joint Office)
24	16145502	Mental Health Education for College Students	32	32	2	General Course	Compulsory			evaluation	School of Marxism
25	16231504	College English IV	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
26	16231602	Academic English (Management)	32	32	2	General Course	Compulsory			examination	School of Foreign Studies
27	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
28	16235102	College Chinese	32	32	2	General Course	Compulsory			examination	School of Humanities and Communication
29	18140012	Ideological and Moral Cultivation and Legal Basis	32	32	2	General Course	Compulsory			examination	School of Marxism
30	18140023	Outline of Modern Chinese History	48	48	3	General Course	Compulsory			examination	School of Marxism
31	18140033	Basic Principle of	48	48	3	General	Compulsory			examination	School of Marxism

		Marxism				Course					
32	18140042	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics I	32	32	2	General Course	Compulsory			examination	School of Marxism
33	18140052	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics II	32	32	2	General Course	Compulsory			examination	School of Marxism
34	18230123	Digital Photography	48	48	3	Professional courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
35	18230142	Advertisement Copy Writing	32	32	2	Professional courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
36	18230213	Frontier in Digital Art Technology	48	48	3	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
37	20000021	Physical Health Education	16	16	1	General Course	Compulsory			evaluation	Physical Education Department
38	20090032	Finance English	32	32	2	General Course	Compulsory			examination	School of Foreign Studies
39	20230202	Overview of Film and Television Industry	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and

											School of Greater Bay Area Film and Television Industry
40	20230292	Research on Advertising Investigation Method	32	32	2	Professional courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
41	20230442	Labor Practice of Public Planning	32	32	2	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
42	16074103	Research on Advertising Media	48	48	3	Professional courses	Compulsory			examination	School of Art and Design
43	16118804	E-C Translation	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
44	16123602	Situation and policy	32	32	2	General Course	Compulsory			evaluation	School of Marxism
45	16141202	Foundation of Entrepreneurship	32	32	2	General Course	Compulsory			evaluation	School of Entrepreneurship
46	16231504	College English IV	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
47	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
48	16237904	College English II	60	60	4	General Course	Compulsory			examination	School of Foreign Studies
49	18140012	Ideological and Moral Cultivation and Legal Basis	32	32	2	General Course	Compulsory			examination	School of Marxism
50	18140023	Outline of Modern Chinese History	48	48	3	General Course	Compulsory			examination	School of Marxism
51	18140033	Basic Principle of	48	48	3	General	Compulsory			examination	School of Marxism

		Marxism				Course					
52	18140042	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics I	32	32	2	General Course	Compulsory			examination	School of Marxism
53	18140052	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics II	32	32	2	General Course	Compulsory			examination	School of Marxism
54	18230103	Design Thinking	48	48	3	Specialty Fundamental Course	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
55	18230134	Digital Camera and Editing	64	64	4	Professional courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
56	19410041	Military Theory I	16	16	1	General Course	Compulsory			evaluation	Academic Affairs
57	20000021	Physical Health Education	16	16	1	General Course	Compulsory			evaluation	Physical Education Department
58	20230212	Film and Television Tourism	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
59	20230282	Research on the Behavior of Film and	32	32	2	Specialty Fundamental	Compulsory			examination	Cultural Creativity and Tourism School and

		Television Consumers				Course					School of Greater Bay Area Film and Television Industry
60	20230302	Application and Dissemination of New Media Technology	32	32	2	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
61	20230392	Crisis of Public Opinion Communication and Risk Management	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
62	20230402	Film and Television industry in the GBA	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
63	20410011	Physical Health Education for College Students	16	16	1	General Course	Compulsory			evaluation	Academic Affairs
64	16063203	International Advertising	48	48	3	Professional courses	Compulsory			examination	School of Art and Design
65	16123602	Situation and Policy	32	32	2	General Course	Compulsory			evaluation	School of Marxism
66	16131702	Fundamentals of Basics to Computer Application	32	32	2	General Course	Compulsory			examination	Information Science School
67	16176602	Online Store Marketing	32	32	2	Professional courses	Elective			evaluation	School of Business and Administration
68	16231504	College English IV	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
69	16231602	Academic English	32	32	2	General	Compulsory			examination	School of Foreign Studies

		(Management)				Course					
70	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
71	16235102	College Chinese	32	32	2	General Course	Compulsory			examination	School of Humanities and Communication
72	18140012	Ideological and Moral Cultivation and Legal Basis	32	32	2	General Course	Compulsory			examination	School of Marxism
73	18140023	Outline of Modern Chinese History	48	48	3	General Course	Compulsory			examination	School of Marxism
74	18140033	Basic Principle of Marxism	48	48	3	General Course	Compulsory			examination	School of Marxism
75	18140042	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics I	32	32	2	General Course	Compulsory			examination	School of Marxism
76	18140052	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics II	32	32	2	General Course	Compulsory			examination	School of Marxism
77	18230153	Basics to Design	48	48	3	Professional courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
78	18230233	E-commerce Advertising Communication	48	48	3	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television



											Industry
79	18230513	Management of Cultural and Creative Industries	48	48	3	Specialty Fundamental Course	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
80	19230021	Cultural and Creative Product Development	16	16	1	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
81	20000021	Physical Health Education	16	16	1	General Course	Compulsory			evaluation	Physical Education Department
82	20090032	Finance English	32	32	2	General Course	Compulsory			examination	School of Foreign Studies
83	20230082	Communication Management	30	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
84	20230312	Research on Audio Visual New Media	32	32	2	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
85	16118804	E-C Translation	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
86	16123602	Situation and policy	32	32	2	General Course	Compulsory			evaluation	School of Marxism
87	16141202	Foundation of Entrepreneurship	32	32	2	General Course	Compulsory			evaluation	School of Entrepreneurship
88	16231504	College English IV	64	64	4	General Course	Compulsory			examination	School of Foreign Studies

89	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
90	16237904	College English II	60	60	4	General Course	Compulsory			examination	School of Foreign Studies
91	18140012	Ideological and Moral Cultivation and Legal Basis	32	32	2	General Course	Compulsory			examination	School of Marxism
92	18140023	Outline of Modern Chinese History	48	48	3	General Course	Compulsory			examination	School of Marxism
93	18140033	Basic Principle of Marxism	48	48	3	General Course	Compulsory			examination	School of Marxism
94	18140042	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics I	32	32	2	General Course	Compulsory			examination	School of Marxism
95	18140052	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics II	32	32	2	General Course	Compulsory			examination	School of Marxism
96	18230252	Research on Statistical Methods	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
97	19410041	Military theory I	16	16	1	General Course	Compulsory			evaluation	Academic Affairs
98	20000021	Physical Health Education	16	16	1	General Course	Compulsory			evaluation	Physical Education Department
99	20230232	Foshan Culture and	32	32	2	Professional	Elective			evaluation	Cultural Creativity and

		Dissemination				courses					Tourism School and School of Greater Bay Area Film and Television Industry
100	20230322	New Media Culture and Social Ethics	32	32	2	Professional courses	Compulsory			examination	College of creative industries
101	20230332	New Media Advertising Creation and Planning	32	32	2	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
102	20230342	New Media Network Marketing	32	32	2	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
103	20230353	New Media Project Operation and Promotion	48	48	3	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
104	20230412	International Relations and Communication	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
105	20230422	Media Advertising Industry Practice	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
106	20410011	Physical Health Education for College Students	16	16	1	General Course	Compulsory			evaluation	Academic Affairs

107	16123602	Situation and policy	32	32	2	General Course	Compulsory			evaluation	School of Marxism
108	16131702	Fundamentals of Basics to Computer Application	32	32	2	General Course	Compulsory			examination	Information Science School
109	1614480X	Employment Guidance	8	8	0.5	General Course	Compulsory			evaluation	Student Affairs Department of the Party committee, student affairs department, Armed Forces Department, student employment guidance center (joint office)
110	16231504	College English IV	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
111	16231602	Academic English (Management)	32	32	2	General Course	Compulsory			examination	School of Foreign Studies
112	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
113	16235102	College Chinese	32	32	2	General Course	Compulsory			examination	School of Humanities and Communication
114	17013901	Term Paper	0	0	1	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
115	18140012	Ideological and Moral Cultivation and Legal Basis	32	32	2	General Course	Compulsory			examination	School of Marxism
116	18140023	Outline of Modern Chinese History	48	48	3	General Course	Compulsory			examination	School of Marxism
117	18140033	Basic Principle of Marxism	48	48	3	General Course	Compulsory			examination	School of Marxism
118	18140042	Introduction to	32	32	2	General	Compulsory			examination	School of Marxism

		Maoism and Theoretical System of Socialism with Chinese Characteristics I				Course					
119	18140052	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics II	32	32	2	General Course	Compulsory			examination	School of Marxism
120	18230283	Information visualization	48	48	3	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
121	18230663	Principle and Application of Virtual Reality	48	48	3	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
122	20000021	Physical Health Education	16	16	1	General Course	Compulsory			evaluation	Physical Education Department
123	20090032	Finance English	32	32	2	General Course	Compulsory			evaluation	School of Foreign Studies
124	20230172	Guidance of Social Etiquette	32	32	2	Professional courses	Elective			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
125	20230362	Corporate Identity System	32	32	2	Professional courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry

											Industry
126	20230372	Mobile Media Operation Practice	32	32	2	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
127	20230382	Corporate Culture and Organizational Management	32	32	2	Professional courses	Compulsory			examination	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
128	20230432	Appreciation of Film and Television Advertising Works	32	32	2	Professional courses	Elective			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
129	20230452	Professional Display Training	32	32	2	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
130	16118804	E-C Translation	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
131	16141202	Foundation of Entrepreneurship	32	32	2	General Course	Compulsory			evaluation	School of Entrepreneurship
132	16231504	College English IV	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
133	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
134	16237904	College English II	60	60	4	General Course	Compulsory			examination	School of Foreign Studies
135	19410041	Military theory I	16	16	1	General Course	Compulsory			evaluation	Academic Affairs

136	20230463	Social Practice in Cultural and Creative industries	48	48	3	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
137	20410011	Physical Health Education for College Students	16	16	1	General Course	Compulsory			evaluation	Academic Affairs
138	16131702	Fundamentals of Basics to Computer Application	32	32	2	General Course	Compulsory			examination	Information Science School
139	16231504	College English IV	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
140	16231602	Academic management	32	32	2	General Course	Compulsory			examination	School of Foreign Studies
141	16232004	College English III	64	64	4	General Course	Compulsory			examination	School of Foreign Studies
142	16235102	College Chinese	32	32	2	General Course	Compulsory			examination	School of Humanities and Communication
143	17014103	Internship	0	0	3	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
144	17014205	Thesis	0	0	5	Professional courses	Compulsory			evaluation	Cultural Creativity and Tourism School and School of Greater Bay Area Film and Television Industry
145	20090032	Finance English	32	32	2	General Course	Compulsory			examination	School of Foreign Studies

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